

EXPO 20
USA PAVILION
SHANGHAI
FINAL
COMMISSIONER
GENERAL'S
REPORT

FINAL COMMISSIONER GENERAL'S REPORT : USA PAVILION EXPO 2010 SHANGHAI - 美国国家馆上海2010年世界博览会美国展区总代表最终报告

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美国国家馆
上海2010年世博会

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上海2010年世界博览会
美国展区总代表最终报告



USA PAVILION
EXPO 2010 SHANGHAI



As of today, the USA Pavilion has
welcomed more than **7,000,000** visitors!
Thank you China and the World!

USA PAVILION

美国馆餐厅
USA DINER

FINAL
COMMISSIONER
GENERAL'S
REPORT
USA PAVILION
EXPO 2010 SHANGHAI

美国国家馆
上海2010年世界博览会
美国展区总代表最终报告

*This report is dedicated
to our Student Ambassadors
who made U.S. participation
at Expo 2010 Shanghai
an overwhelming success.*

谨以此献给美国馆的学生大使们。
是他们使美国馆参与2010年世界博
览会的努力取得了巨大成功。



“May China-U.S. friendship last forever.”

LIU XIAOMING
AMBASSADOR
OF THE PEOPLE'S REPUBLIC OF CHINA
TO THE UNITED KINGDOM OF GREAT BRITAIN
AND NORTHERN IRELAND

“愿中美两国友谊长存。”

刘晓明，中国驻英国大使

*“A great presence
for America...”*

PHILIP BREDESEN
FORMER GOVERNOR
OF THE STATE OF TENNESSEE

“感谢美国馆如此出色地呈现美国！”

菲利普·布雷德森，田纳西州州长





*“We are very proud of this U.S. exhibit
and the friendship it engenders between
China and America.”*

JIMMY CARTER AND ROSALYNN CARTER
FORMER PRESIDENT AND FIRST LADY
OF THE UNITED STATES OF AMERICA

“我们为美国馆及其为美中两国带来的友谊感到非常自豪。”
吉米·卡特和罗萨琳·卡特，美国前总统及前第一夫人

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“The spirit of cooperation, helping each other, and working tirelessly presented in the film is the strength of the United States.”

WU XIAOQIN
SHAANXI PROVINCE

“影片所体现的合作互助和努力不懈的精神正是美国的力量所在。”
武晓勤，陕西省



“Great job in picturing America in a way that makes us proud.”

JOHN T. CHAMBERS
CHIEF EXECUTIVE OFFICER
CISCO SYSTEMS, INC.

“美国馆成功地再现了美国风采，我们对此深感自豪。”
约翰·T·钱伯斯，思科首席执行官



“It was exciting and important to be able to extend the reach of the USA Pavilion into the community through outreach events, dance performances, and special visits.”

ALYS L. SPENSLEY
EXPO LIAISON OFFICER
UNITED STATES CONSULATE GENERAL IN SHANGHAI

“美国馆将接触面扩展到各界，通过联谊活动、舞蹈表演和特殊访问来促进交流，这是至关重要、激动人心的成就。”

苏阿丽，美国驻上海总领事馆世博事务联络官



“Wonderful pavilion—very proud to be associated with you!”

ERIN NELSON
SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER
DELL INC.

“杰出的展馆。作为美国馆的合作伙伴，我们感到非常自豪！”

艾伦·尼尔逊，戴尔高级副总裁、市场推广部主管

Welcome to the USA Pavilion!

For 184 days, from May 1 to October 31, 2010, these words were uttered as the world came together for the record-breaking Shanghai Expo. I am pleased to present this final report which chronicles the success of United States participation at this epic world gathering critical to U.S.-China relations.



With the theme, “Better City, Better Life,” Expo 2010 Shanghai was the 41st international exposition, following a tradition of international world’s fairs and expositions beginning in 1851 when the “Great Exhibition” was held in London. The U.S. has been host to more world’s fairs than any other country, including the memorable expositions of Chicago, Knoxville, New Orleans, New York, Philadelphia, San Antonio, and Seattle.

The 2008 Beijing Olympics shared China with the world, and the Shanghai Expo shared the world with the Chinese people. The U.S. was among 246 countries and organizations that participated in the Shanghai Expo, which welcomed more than 73 million visitors during the six-month long event.

The USA Pavilion greeted 7.36 million visitors averaging 43,000 people per day or 10 percent of all Expo-goers. We estimate that at least 95 percent of guests were Chinese citizens. Long lines and enthusiastic crowds spoke to the visitors’ intense curiosity about America and our dynamic guest experience. Roughly 500 people every 10 minutes were “pulsed” through the 3 shows which climaxed in a 4D urban fairy tale entitled “The Garden.” This film told the story of a determined 10-year-old girl seeking to transform an abandoned urban lot into a garden and community gathering place. “The Garden” captured the American spirit of innovation, collaboration, and determination.

America’s presence at the Expo was more than just a pavilion. Our 160 Mandarin-fluent Student Ambassadors

欢迎来到美国国家馆！

从2010年5月1日到10月31日，这句话在上海世界博览会的美国国家展馆里，一次又一次地响起。这次为期184天的上海世界博览会的参观人数创造了世界记录。现在我向各位提交这份报告，介绍美国成功参与这一对中美关系至关重要的世界盛会的历程。

INTRODUCTION BY
**Ambassador
José H. Villarreal**
U.S. COMMISSIONER GENERAL
WORLD EXPO 2010 SHANGHAI

前言
上海世博会美国
展区总代表
费乐友大使

2010年上海世界博览会是第四十一届国际博览会，其主题为“城市，让生活更美好”。世博会的传统始于1851年在英国伦敦举行的“万国博览会”。美国主办世界博览会的次数远超过世界其他任何国家；芝加哥、诺克斯维尔、新奥尔良、纽约、费城、圣安东尼奥和西雅图等城市都曾主办过令人难忘的世界博览会。

2008年北京奥运会向世界展示了中国，上海世博会则向中国展示了世界。在六个月的时间里，包括美国在内的二百四十六个国家和组织在上海世博会上向七千三百万多万游客展示了其风采。

美国展馆总共迎接了七百三十六万游客，占世博会游客总数的百分之十。平均每天参观人数高达四万三千人。我们估计，其中至少百分之九十五的游客是中国公民。长长的等待队伍和热情洋溢的人群反映了人们对美国的强烈好奇心，也印证美国馆提供了精彩纷呈的体验。每十分钟就有大约五百人的人潮涌入三个展厅。展览最后以四维电影、都市童话《花园》达到高潮。影片描述一个意志坚强的十岁女孩如何努力把一块废弃的城市空地转变成花园和社区聚会地，体现了创新、合作和决心等美国精神。

美国的参与不仅限于展馆之内。一百六十名中文流利的学生大使来自美国三十八个州和八十四所大学，成为生动的美国形象代表。一百多个表演团体举行了一千多场表演，以音乐、舞蹈和艺术让中国观众体验了多元的美国文化。为了增强和社区的接触，美国馆为弱势儿童和一些无法亲身前往参观世博会的人们提供体验美国文化的机会，将美国精神带到他们身边。美国馆还在浙江省参与了国际非营利机构“仁人家园”的危房改造活动。

represented 38 U.S. states and 84 American universities as the “face of America.” Our more than 1,000 performances by more than 100 different performing groups showcased American music, dance, and arts, introducing Chinese audiences to a diverse American culture. Our community outreach efforts brought the American spirit to multiple groups of disadvantaged children, and those otherwise not able to experience the USA Pavilion. It also featured a Habitat for Humanity house-building in Zhejiang Province.

The Shanghai Expo presented a tremendous opportunity for the United States to engage the Chinese people. A Fudan University study confirmed that through people-to-people diplomacy, we were able to improve perceptions of America in China. Top Chinese officials visited the USA Pavilion, including President Hu Jintao, Vice-Premier Wang Qishan, and senior officials from every Chinese province. World leaders from more than 100 countries visited the USA Pavilion, including the presidents of Armenia, Finland, Singapore, and former prime ministers of Israel, France, and New Zealand. The USA Pavilion was proud to welcome four Presidential Cabinet members: Secretary of State Hillary Rodham Clinton, Secretary of Commerce Gary Locke, Secretary of Transportation Raymond H. LaHood, and Environmental Protection Agency Administrator Lisa P. Jackson.

The remarkable impact of the USA Pavilion was made possible through the support of 68 official sponsors and 16 suppliers. Their participation presented this diverse group of companies, organizations, states, and municipalities with a platform for building relationships and promoting their corporate social responsibility goals in China.

The USA Pavilion has proven to be an effective private-public partnership. I am grateful for the opportunity to have been Commissioner General for America’s participation at this enormous and exciting world event – one that highlighted the importance of strengthening economic and diplomatic relationships among countries and promoting greater understanding between the peoples of the United States and China.

I am pleased to submit this report to the 112th Congress as a record of U.S. participation at the Shanghai Expo and as inspiration for future U.S. diplomatic efforts at World Expositions.

José H. Villarreal

U.S. COMMISSIONER GENERAL
WORLD EXPO 2010 SHANGHAI



...7.36 million visitors averaging 43,000 people per day...

上海世博会为美国和中国人民的近距离接触提供了巨大良机。复旦大学的一项调查显示，通过面对面的外交，美国馆改善了中国民众对于美国的印象。参观美国馆的中国政府高层官员包括中国国家主席胡锦涛、中国副总理王岐山，以及来自中国每个省份的高层官员。来自世界一百多个国家的领导人也游览了美国馆，包括亚美尼亚、芬兰和新加坡总统以及以色列、法国和新西兰前总理。美国馆还接待了四位美国政府内阁成员，包括国务卿希拉里·克林顿、商务部长骆家辉、交通部长雷·拉胡德和国家环境保护局局长莉萨·杰克逊。

六十八个指定赞助商和十六个供货商是美国馆发挥巨大影响力的保证。通过参与美国馆的筹备和运作，这些来自各行业领域的公司、组织、州和城市获得了在中国建立联系、倡导其社会责任理念的平台。

美国馆是政府与民间有效合作的成果。我非常感谢能有机会担任世博会美国展区总代表，参与这一规模宏大、激动人心的国际盛事。这一盛事凸显了加强各国经济和外交联系以及促进中美两国人民相互理解的重要性。

我荣幸地向第一百一十二届国会提交这一报告。它记录了美国参与上海世博会的历程，也为美国如何在未来的世博会上发挥外交努力提供了启示。



“The atmosphere was so enjoyable that we Chinese students and these U.S. students were like old friends at first sight.”

HE JINGJING
TONGJI UNIVERSITY

“这里的气氛非常友好，中美学生一见如故。”
何京京，同济大学



HIGHLIGHTS

from

THE USA PAVILION

美国国家馆亮点



Significant and Noteworthy ACCOMPLISHMENTS OF THE USA PAVILION

美国馆最突出的成就

CAPTIVATING EXPO VISITORS – MORE THAN 7 MILLION GUESTS

With the theme “Rising to the Challenge,” the USA Pavilion shared the American spirit of innovation, collaboration, optimism, and determination with millions of guests. Welcoming 7.36 million visitors over the six months, the USA Pavilion received more people than the U.S. embassy and five consulates in China will reach over the next decade. In the words of one Chinese visitor, “I think the USA Pavilion lets people really understand one of the most unique things about America – its spirit of innovation.”

PROMOTING U.S. BUSINESS IN CHINA AND HIGHLIGHTING U.S. BRANDS

The USA Pavilion is proud to have had 68 official sponsors and 16 official suppliers. Senior-level management, from nearly every sponsor, including Anil Prasad of Citigroup, James Blackwell of Chevron, Jeffrey Immelt of General Electric, William Weldon of Johnson & Johnson, Indra Nooyi of PepsiCo, and Michael Duke of Walmart visited the USA Pavilion. More than 200 sponsor events were held at the USA Pavilion including business forums, press conferences, as well as customer and employee meetings.

HELPING MUNICIPALITIES PROMOTE INVESTMENT AND TOURISM

Cities and states utilized the USA Pavilion to effectively highlight their region of the United States, including our

精彩内容吸引了七百多万游客

美国国家馆的主题是“拥抱挑战”。它让成千上万的游客体验了创新、合作、乐观和坚持不懈等美国精神。在六个月的世博会期间，参观美国馆的人数高达七百三十六万，超过了所有驻中国使领馆在今后十年将要接触的中国民众人数。一位中国游客表示：“美国馆让人们真正理解了美国的最独特之处，也就是它的创新精神。”



宣传美国企业，突出美国品牌

美国国家馆有六十八个指定赞助商和十六个指定供货商。几乎所有赞

助企业的高层管理人员都参观了美国馆，其中包括：花旗集团的阿尼尔·普拉萨德、雪佛龙的吉姆·布拉克威尔、通用电器公司的杰弗里·伊梅尔特、强生的比尔·威尔顿、百事可乐的因德拉·努伊、以及沃尔玛的迈克·杜克。赞助企业在美国馆举办了两百多场活动，包括商业论坛、新闻发布会以及消费者和雇员会谈等。

协助美国各地吸引投资和旅游

美国馆为一些州及城市提供了凸显其地方特色的有效平台。它们包括德克萨斯、田纳西和夏威夷等州，以及圣安东尼奥、休斯顿和芝加哥等城市。另外还有七个州的州长来到美国馆，宣传在美国的投资和旅游项目。加利福尼亚州并且在美国馆宣布申请主办2020年世界博览会。

全面实现展馆碳中和

希拉里·克林顿国务部长曾经承诺，美国馆将在世博会期间实现碳中和。美国馆通过参与中国三个不同地区的碳中和项目来抵消美国馆的碳排放，成功实现了这一目标。这

sponsors—the states of Texas, Tennessee, and Hawaii—as well as the cities of San Antonio, Houston, and Chicago. In addition, visits by governors from seven other states promoted investment and tourism in the U.S. The USA Pavilion even had the State of California announce a bid for the 2020 World Expo.

A FULLY CARBON-NEUTRAL NATIONAL PAVILION

The USA Pavilion fulfilled Secretary Clinton’s commitment to be carbon-neutral for the duration of the Expo. We did this by supporting three Gold Standard-certified carbon-neutral projects across China to offset our carbon emissions. These projects included: a landfill gas to energy conversion, micro-scale hydroelectric power generation, and wind farm energy.



CREATING PEOPLE-TO-PEOPLE DIPLOMACY WITH STUDENT AMBASSADORS

The USA Pavilion Student Ambassadors, a group of 160 Mandarin-fluent university students, who represented 38 U.S. states and 84 American universities, were an essential element of our public diplomacy effort in Shanghai. Engaging guests in Chinese invariably left an indelible impression and strengthened people-to-people diplomatic efforts. The Student Ambassadors interacted with upwards of 43,000 guests per day and experienced every aspect of pavilion operations and community outreach.

WELCOMING SENIOR U.S. OFFICIALS

The USA Pavilion received many U.S. federal, state, and city government officials, including 4 Presidential Cabinet members, 10 members of Congress, 10 state governors, and 16 mayors.

些符合黄金标准的项目包括垃圾沼气能源转换、小型水力发电和风能等。

通过学生大使展开国民外交

美国馆学生大使由能说流利中文的一百六十名大学生组成。他们代表了美国三十八个州和八十四所大学，是我们在上海世博会期间展开公共外交的最重要力量。学生大使们用中文和游客沟通，给参观者留下了难忘的印象，使得国民外交的效果更为显著。学生大使们平均每天和高达四万三千人的游客进行交流互动，并全方位参与了美国馆的各项运作及社区活动。

迎接美国高级官员

美国馆接待了许多美国联邦、州和市政府官员，其中包括四位总统内阁成员、十位国会议员、十位州长和十六位市长。

接待中国和世界高级领导人

以中国国家主席胡锦涛为首，来自中国各省份、自治区和主要城市的领导人都在美国馆体验了美国精神，并高度赞扬美国馆对美国精神的呈现。美国馆还接待了来自一百一十六个国家和国际组织的官员。

分享美国文化

美国馆邀请一百多个不同的表演团体举办了一千多场表演。表演者包括四位格莱美奖获奖者。表演在世博园及上海各地举行，展现了美国音乐、舞蹈和艺术的多元化。参与表演的有夏威夷草裙舞者、美国第25步兵师军乐队、小哈利·康尼克、奥祖马特里、贺比·汉考克、迪迪·布里姬沃特、以及由美国华裔组成的独立摇滚乐队“纸娃娃”等。

赢得正面积极的媒体报道

在中国、美国和世界各地，关于美国馆的新闻媒体报道共有八千多条。通过中国中央电视台和其他全国性媒体，中国十三亿人口中百分之九十以上的人都有可能接触到美国馆的新闻。我们估计，肯定有数亿的中国民众通过媒体接触到了美国馆的报道。除了主办国中国的国家馆外，美国馆获得的媒体关注是最多的。美国馆充分利用网络扩大知名度，被中国门户网站之一搜狐网站誉为“网络社交媒体最成功的运用者之一”。美国馆的网上虚拟游吸引了八百八十万网络游客。

开展服务社区的义工活动

为了扩大和中国各界的接触，美国馆主办了大量的社区活动，赢得了上海及周边地区的广泛赞扬。这些活动包括但不限于：接待多个弱势儿童团体参观美国馆、拜访孤儿院、为当地社区居民举办美国艺术表演，以及和“仁人家园”组织合作，在浙江省进行危房改造等。



“Cultural exchange is the bridge to help strengthen mutual understanding between people of China and USA.”

CAI WU
MINISTER OF CULTURE
OF THE PEOPLE’S REPUBLIC OF CHINA

“文化交流是增强中美两国人民相互理解的桥梁。”
蔡武，中国文化部部长



“I’m very grateful for the opportunity to have been part of a team that reached millions of Chinese people and gave them a slice of America.”

ALISON BATWIN
MEDIA MANAGER AND VIRTUAL PAVILION DIRECTOR
USA PAVILION

“我们的团队让成千上万的中国人民感受了美国特色。我非常感谢有幸成为这个团队的一员。”

宝媛丽，美国馆媒体经理

ENGAGING TOP CHINESE AND WORLD LEADERS

Led by President Hu Jintao, leaders from all corners of China—every province, autonomous region, and major city—experienced the American spirit at the USA Pavilion and highly praised the pavilion’s presentation of the American character. We also were host to international officials from 116 nations and international organizations.

SHARING AMERICAN CULTURE

The USA Pavilion featured more than 1,000 performances by over 100 different performing groups—including four Grammy winners. The performances, which showcased the diversity of American music, dance, and culture, were featured at the Expo and throughout Shanghai by the USA Pavilion. Performers ranged from Hawaiian hula dancers to the United States Army’s 25th Infantry Marching Band, to Harry Connick Jr., Ozomatli, Herbie Hancock, Dee Dee Bridgewater, and Chinese-American indie rock group PaperDoll.

GENERATING POSITIVE MEDIA COVERAGE

The USA Pavilion was featured in more than 8,000 media stories in China, the U.S., and across the globe. While news about the USA Pavilion potentially reached over 90 percent of China’s population of 1.3 billion via China Central TV and other national carriers, we estimate the USA Pavilion story was effectively brought to hundreds of millions of Chinese. Only the host country pavilion exceeded the USA Pavilion in terms of news coverage. The USA Pavilion’s online presence was described as “undoubtedly one of the best implementers of the social media platform” by Sohu.com, one of China’s leading web portals. In addition, the virtual USA Pavilion website hosted an additional 8.8 million online visitors.

VOLUNTEERING IN THE COMMUNITY

Numerous community outreach projects won praise from Shanghai and its neighboring communities. The outreach efforts included, but were not limited to, hosting multiple groups of disadvantaged children at the USA Pavilion, visiting orphanages, bringing American performing arts to local communities, and partnering with Habitat for Humanity to build a home in Zhejiang Province.

IMPROVING PERCEPTIONS OF AMERICA

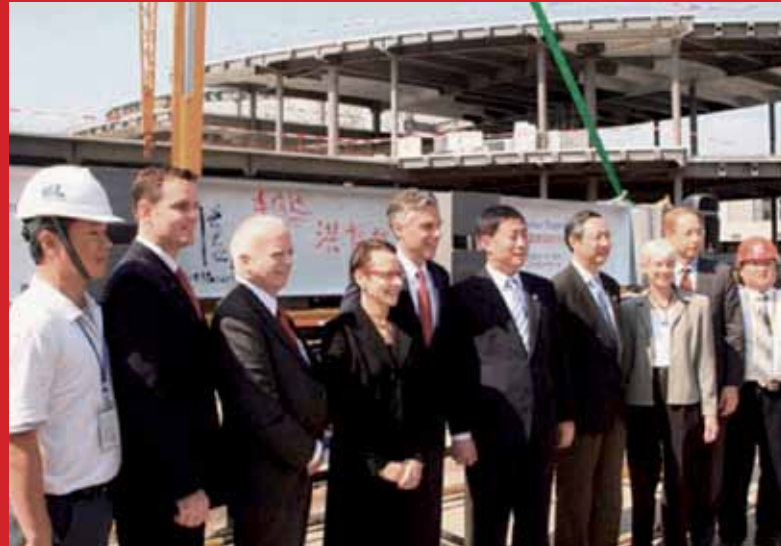
A research study by Fudan University’s School of Management indicated that the USA Pavilion improved perceptions of America, American culture, and American businesses among Chinese visitors to the USA Pavilion. Among the findings, 95 percent of visitors felt their visit to the USA Pavilion “was worth their time and effort” despite the long queue line (a common issue for all pavilions), and 92.4 percent felt “Chinese corporations should use American corporations as role models.”

改善对美国的印象

复旦大学管理学院的调研研究显示，美国馆改善了中国游客对美国、美国文化和美国企业的印象。调查发现，百分之九十五的参观者认为，尽管排队等待的时间很长（这是世博会各展馆的普遍问题），“为参观美国馆付出的时间和努力是值得的”。另外，百分之九十二点四的人认为，“中国企业应该以美国企业为榜样。”



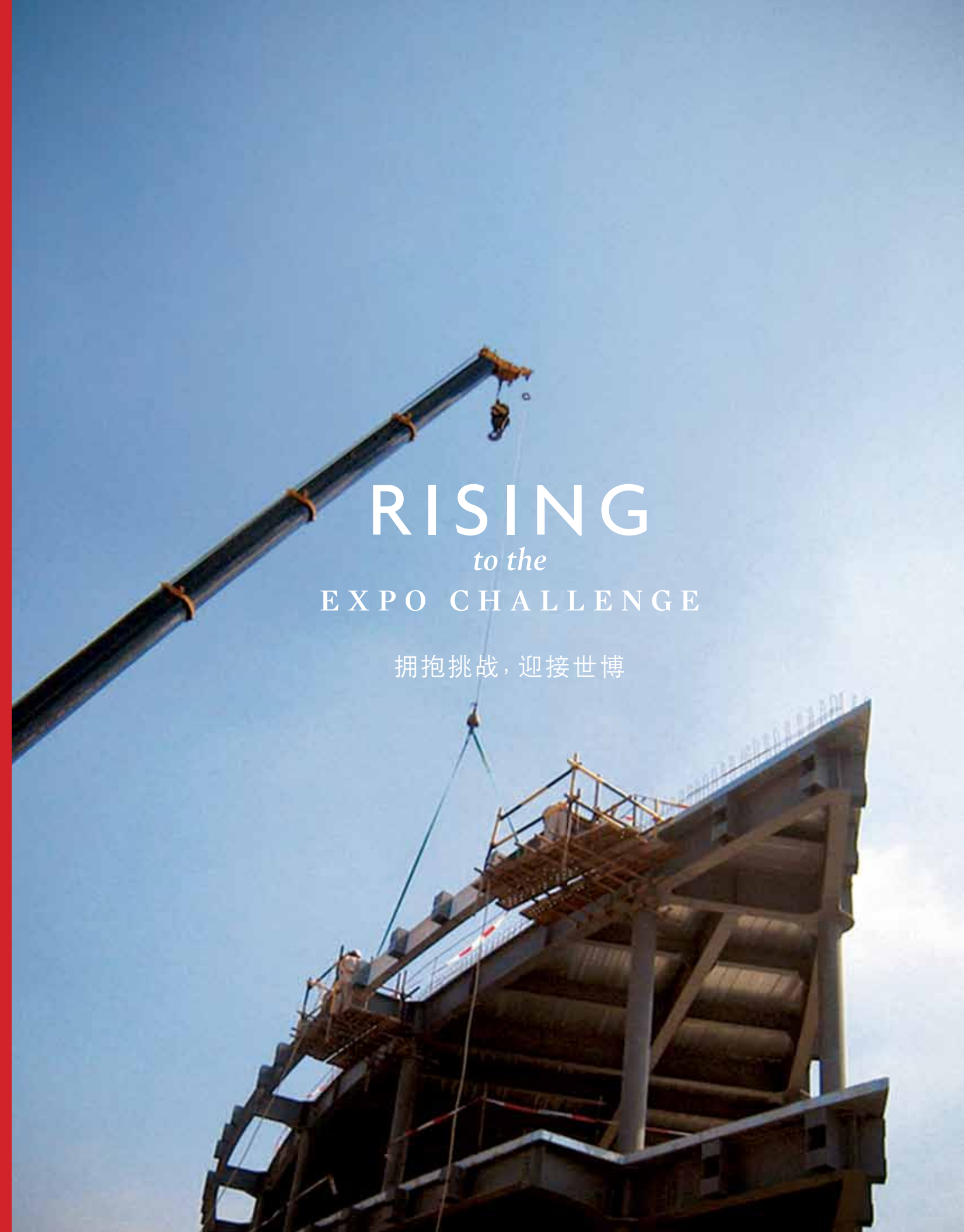
The USA Pavilion featured more than 1,000 performances by over 100 different performing groups—including four Grammy winners.



“The USA Pavilion helps more Chinese understand the U.S.; wishing U.S.- China friendship forever!”

SUN GUIZHEN
VICE SECRETARY GENERAL
LIAONING PROVINCE

“美国馆使更多的中国人民了解美国；愿中美友谊长存！”
孙桂真，辽宁省政府副秘书长



RISING

to the

EXPO CHALLENGE

拥抱挑战，迎接世博



A timeline of U.S. PARTICIPATION AT THE SHANGHAI EXPO

美国参与上海世界博览会的时间表

MARCH 19, 2008

State Department grants Nick Winslow and Ellen Eliasoph authorization to create a non-profit corporation and help lead efforts for U.S. participation at the Shanghai Expo.

MARCH 30, 2009

Secretary of State Hillary Rodham Clinton publicly states her support for the USA Pavilion project:

“The U.S. presence at the Expo will showcase American business, culture, and values in China’s most dynamic city and foster an even stronger friendship between the American and Chinese peoples.” –Secretary Clinton

JULY 1, 2009

José H. Villarreal is appointed by Secretary Clinton as Commissioner General of the United States section of Expo 2010 Shanghai.

JULY 10, 2009

Commissioner General Villarreal signs the official Participation Contract, formally committing to U.S. participation at the Shanghai Expo.

JULY 17, 2009

Secretary of Commerce Gary Locke joins the U.S. Consul General in Shanghai, Beatrice Camp, and Commissioner General Villarreal for a Groundbreaking Ceremony at the USA Pavilion construction site. Consul General Camp’s remarks note that 2009 is the 30th anniversary of the resumption of official diplomatic relations between the United States and China.



2008年3月19日

美国国务院任命尼克·温斯洛和艾秋兴Ellen Eliasoph创办一个非盈利组织，筹备美国参与2010年上海世界博览会的有关事务。

2009年3月30日

美国国务部部长希拉里·克林顿公开表示，支持兴建美国国家馆。她表示：

“参加世界博览会将使美国在中国最有活力的城市展现美国的商业、文化和价值观，并加强美中两国人民的友谊。”

2009年7月1日

希拉里·克林顿国务部长任命费乐友担任2010年上海世界博览会美国展区总代表。

2009年7月10日

上海世界博览会美国展区总代表费乐友签署世界博览会合同，正式确定美国将参加2010年世博会。

“We are opening a gateway to the next 30 years, with more engagement, more exchanges, more visits and more dialogue.” – Consul General Beatrice Camp

JULY 27, 2009

As part of the U.S.-China Strategic and Economic Dialogue, a model of the USA Pavilion is unveiled at the State Department in Washington, D.C.

OCTOBER 14, 2009

U.S. Ambassador to China, Jon Huntsman Jr., attends the “Topping-Off” Ceremony at the USA Pavilion construction site.

“The Shanghai Expo will be a unique opportunity for the United States to express and to put on display its values, its innovation, its commerce, its science, its desire to interact with the rest of the world.”

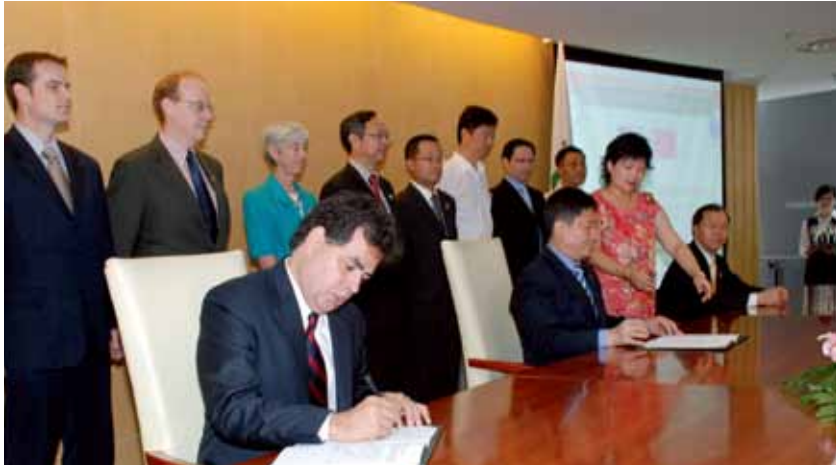
– Ambassador Jon Huntsman Jr.



NOVEMBER 16, 2009

As part of President Barack Obama’s first trip to China, Secretary Clinton speaks at the USA Pavilion construction site in Shanghai, meets sponsors, and thanks them for their involvement. During President Obama’s historic Town Hall meeting with Chinese students in Shanghai, the first question posed to the President was about U.S. participation at the Expo.

“It is very fitting that this Expo will be here in Shanghai, one of the most dynamic and cosmopolitan cities in the world. This USA Pavilion will showcase American innovation, it will demonstrate the kind of values that America holds dear – freedom, diversity, teamwork, creativity – and it will be built around the theme “Better City, Better Life.” – Secretary Clinton



2009年7月17日

美国商务部长骆家辉Gary Locke、美国驻上海总领事康碧翠Beatrice Camp和上海世界博览会美国展区总代表费乐友出席了美国国家馆的开工奠基仪式。康碧翠总领事在讲话中提到，2009年是中美两国正式恢复外交关系三十周年。她表示：

“我们正以更多的接触、更多的交流、更多的访问和更多的对话，开启通往另一个三十年的大门。”

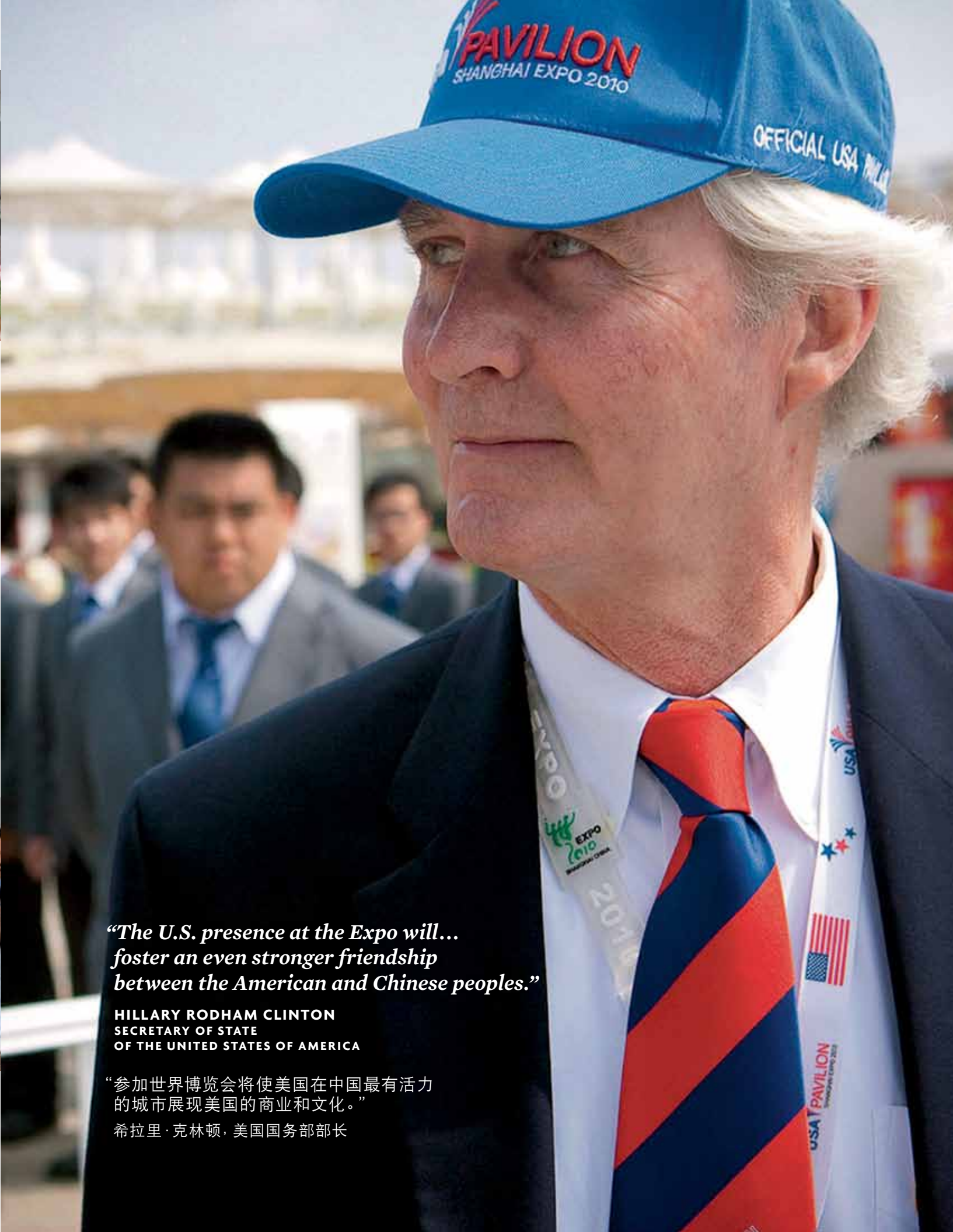
2009年7月27日

在华盛顿举行的中美战略经济对话期间，美国国家馆模型在商务部揭幕。

2009年10月14日

美国驻华大使洪博培Jon Huntsman Jr.参加了美国馆的封顶仪式。他表示：

“上海世博会将为美国提供独特的机会，表达和展示其价值观、创新精神、企业文化、科学发展，以及和世界交流的良好愿望。”



“The U.S. presence at the Expo will... foster an even stronger friendship between the American and Chinese peoples.”

HILLARY RODHAM CLINTON
SECRETARY OF STATE
OF THE UNITED STATES OF AMERICA

“参加世界博览会将使美国在中国最有活力的城市展现美国的商业和文化。”

希拉里·克林顿，美国国务部部长



APRIL 29, 2010

President Hu Jintao, Vice Premier Wang Qishan, and State Councilor Dai Bingguo pay a pre-opening visit to the USA Pavilion, welcomed by Commissioner General Villarreal and Consul General Camp.

MAY 1, 2010

The doors open to Expo 2010 Shanghai and the USA Pavilion. Ambassador Huntsman and Commissioner General Villarreal welcome the pavilion's first guests.

MAY 3, 2010

Eighty Student Ambassadors are sworn in by Commissioner General Villarreal and Consul General Camp. They solemnly promise to represent America at a high standard, greet guests warmly, learn more about China, and “have fun!”



MAY 22, 2010

Secretary Clinton tours the Expo and the USA Pavilion together with Chinese children, their parents, and Rain Spencer, the young star of the film “The Garden.” Secretary Clinton also hosts an appreciation dinner for sponsors and spends time with staff and Student Ambassadors. She announces President Obama’s conferral of the personal rank of Ambassador on José H. Villarreal, U.S. Commissioner General, for the duration of the Expo.

MAY 31, 2010

The USA Pavilion welcomes its One Millionth Visitor, a 9-year-old girl from Wuxi, Jiangsu Province. She was presented with a pair of USA Pavilion teddy bears, Texas cowboy hats, and other USA Pavilion memorabilia.



2009年11月16日

在美国总统奥巴马首次访问中国期间，希拉里·克林顿国务部长在上海美国国家馆工地发表讲话。她会见了美国馆的赞助商并感谢他们的参与。当奥巴马总统和中国大学生在上海历史性的市政会议上见面时，学生向总统提出的第一个问题就是有关美国参加世界博览会的情况。

希拉里·克林顿国务部长表示：

“上海是全世界最有活力和最都市化的城市之一，在这里举办世界博览会非常恰当。美国馆将展示美国的创新精神，并展现美国所崇尚的价值观：自由、多元化、团队精神及创意。而这一切都将围绕着世博会的主题‘城市，让生活更美好’来展现。”

2010年4月29日

中国国家主席胡锦涛，副总理王岐山，以及国务委员戴秉国在美国馆正式开放之前参观了该馆。世博会美国展区总代表费乐友和美国驻上海总领事康碧翠迎接了他们。

2010年5月1日

2010年上海世界博览会美国国家馆正式开放。美国驻华大使洪博培和世博会美国展区总代表费乐友迎接了第一批游客。

2010年5月3日

世博会美国展区总代表费乐友和美国驻上海总领事康碧翠主持了八十名学生大使宣誓上任的仪式。学生大使们庄严承诺：以最高标准代表美国形象，以



JULY 2, 2010

A Presidential Delegation led by former Secretary of State Madeleine Albright attends USA National Day at the Expo. The day featured performances from the University of Southern California's Marching Band, folk singer Abigail Washburn, soprano Angela Brown, and Grammy winner Harry Connick Jr.

SEPTEMBER 6, 2010

The USA Pavilion welcomes its Five Millionth Visitor, a young Chinese couple visiting from the city of Kunshan. Deputy Commissioner General Tom Cooney presents them with a congratulatory decorative scroll penned in Chinese calligraphy by USA Pavilion Student Ambassador Yoav Oren.



OCTOBER 23, 2010

The USA Pavilion welcomes its Seven Millionth Visitor, a 75-year-old grandfather from Shanghai. He was presented with a letter from Ambassador Villarreal, a USA Pavilion pin, and a special memento – a piece of the USA Pavilion.

“Nearly six months ago, the USA Pavilion opened its doors to share the American spirit with the people of China and those from around the world. Today, we share this spirit with our seven millionth visitor – a truly extraordinary moment. This is one million more guests than we anticipated and one million more who will experience the tremendous cultural exchange taking place here at Expo 2010 Shanghai.” –Ambassador José H. Villarreal

OCTOBER 31, 2010

The USA Pavilion at Expo 2010 Shanghai closes its doors for the last time after welcoming 7.36 million visitors – well beyond our pre-Expo projection of six million. Nancy Sutley, chairperson of the Council of Environmental Quality, represents the United States at the Expo's closing summit.

热情姿态欢迎来宾，努力加深对中国的了解，并“享受充当大使的乐趣”！

2010年5月22日

希拉里·克林顿国务部长参观世博会和美国馆。与她同行的有中国儿童及其家长，以及在美国馆电影《花园》中扮演主角的小演员瑞恩·斯宾塞。克林顿国务部长为赞助商举行了答谢宴会，并和美国馆工作人员及学生大使见面。她宣布，在世博会期间，奥巴马总统授予世博会美国展区总代表费乐友大使称号。

2010年5月31日

美国馆迎接了第一百万位游客一位来自江苏省无锡市的九岁女孩。这位女孩得到的礼物包括一对美国馆泰迪熊、德克萨斯牛仔帽，以及其它美国馆纪念品。

2010年7月2日

前美国国务部部长玛德琳·奥尔布赖特率领的总统代表团参加了上海世博会美国馆的“国家馆日”活动。当天的表演者包括南加利福尼亚大学军乐队、民间音乐歌手阿比盖尔·沃什伯恩、女高音歌唱家安吉拉·布朗，以及格莱美获奖者小哈利·康尼克。

2010年9月6日

美国馆迎来了第五百万名游客，一对来自上海附近昆山市的年轻夫妇。美国展区副总代表俞天睦 Tom Cooney向他们颁发了一幅由学生大使国精忠 Yoav Oren 创作的书法卷轴。

2010年10月23日

美国馆迎接了第七百万名游客，一位来自上海的七十五岁老爷爷。他接过了美国展区总代表费乐友的一封信、一个美国馆徽章，以及特别纪念品——一块美国馆建筑材料。

美国展区总代表费乐友表示：

“近六个月前，美国馆敞开了大门，向中国人民和全世界展现美国精神。今天，我们和第七百万名美国馆游客分享美国精神——这是一个意义非凡的时刻。到目前为止，我们的游客人数已经比预期的多出一百万。也就是说，又有一百万人在上海世博会体验了美国馆精彩迭出的文化交流活动。”

2010年10月31日

上海世博会美国国家馆在接待七百三十六万游客之后正式闭幕。展览期间的游客人数远远超过了原先预期的六百万人。美国白宫环境质量委员会主席南希·萨特莉代表美国出席了上海世博会高峰论坛和闭幕式。

“My perceptions of the American people changed a lot! I feel that the American way of life is very free – really wonderful. Americans are so friendly. I really want to go to the U.S. now.”

WANG XIAOWEI
SHANDONG PROVINCE

“我对美国人的印象大大改变了！我感到美国的生活方式非常自由，非常棒。美国人很友好。我现在真希望能到美国去。如果未来有机会，我一定会申请去美国学习！”

王晓伟，山东省





*“Before beginning work (at the USA Pavilion)
I didn’t really understand much about the American people,
but now I’m happy because I feel we are all seeking
harmony together.”*

KOU MING
CATERING SERVICES
USA PAVILION

“在来到美国馆工作之前，我对美国人不太了解。
但是现在我很高兴地知道，我们都在寻求和谐相处。”
寇明，美国馆中国服务人员



*“The challenge of making the pavilion a reality
was enormous. ...but we did it with the conviction
that America must not only show up in Shanghai,
but do it right and with a comprehensive presence
that demonstrated the best of America.”*

AMBASSADOR JOSÉ H. VILLARREAL
U.S. COMMISSIONER GENERAL

“让美国馆成为现实是一个巨大的挑战。在经济危机期间向企业和各州募集六千多万美元是极为艰巨的任务。但是我们坚信：美国必须加入在上海举办的世博盛事，而且要准确全面地展现美国最好的方方面面。正是抱持着这样的信念，我们战胜了挑战。”
费乐友大使、世博会美国展区总代表

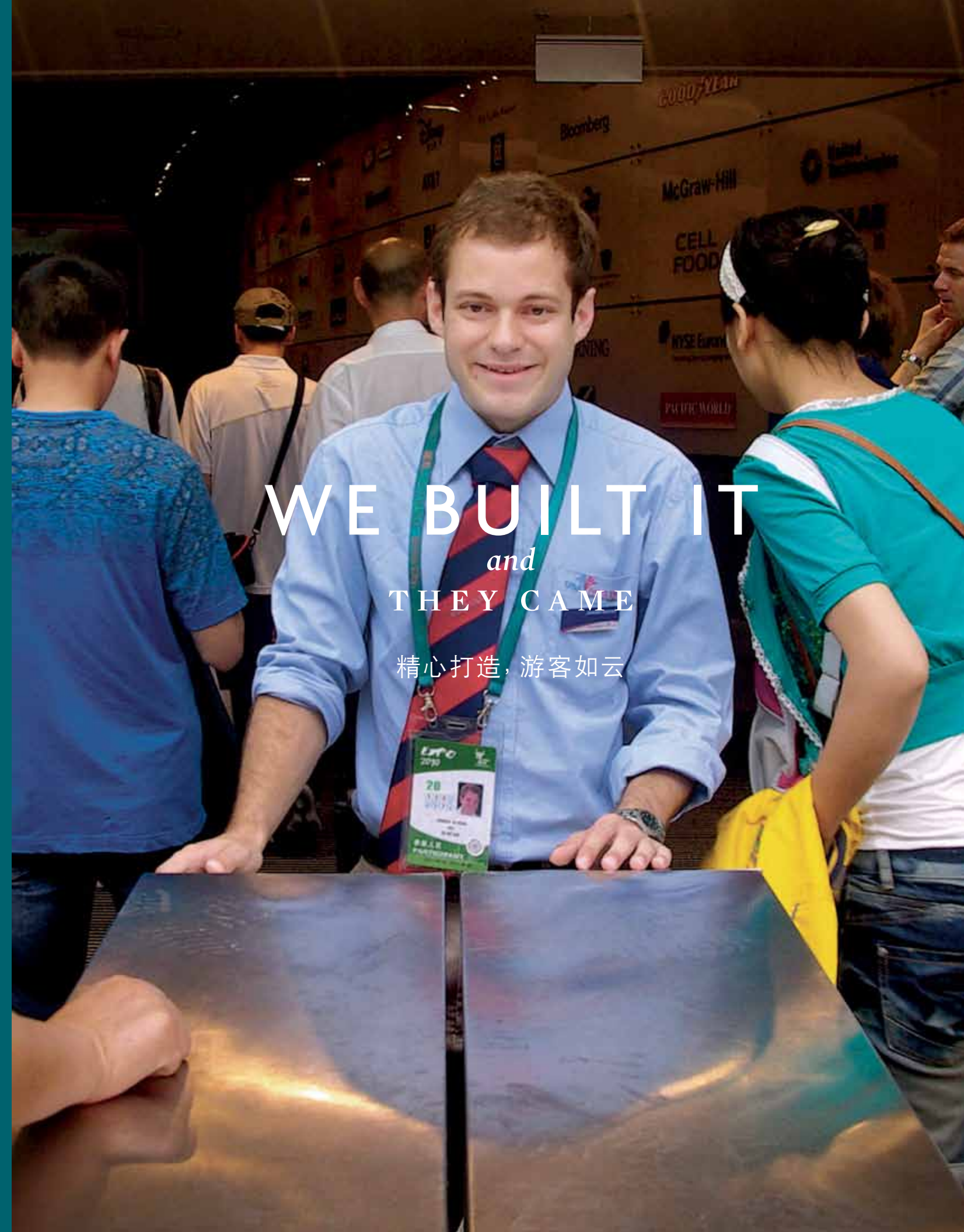


“The USA Pavilion showcases American culture, its values, and innovative spirit, not to mention its partnership and cooperation with China and the rest of the world.”

INTERNATIONAL TRAVEL EXAMINER

“美国馆展现了美国文化、价值观和创新精神，也体现了美国与中国和全世界的合作伙伴关系。”

国际旅游导览



WE BUILT IT
and
THEY CAME

精心打造，游客如云



The experience of **7.36 MILLION VISITORS**

美国馆七百三十六万游客的体验

For 184 days, the USA Pavilion efficiently welcomed an average of 43,000 people per day and ultimately received a Shanghai Expo Bureau Award for Operational Excellence. Guests were provided a high-quality show experience that featured Americans—from celebrities Michelle Kwan and Magic Johnson to everyday Americans—speaking Chinese. A welcome video from President Obama and Secretary Clinton as well as “The Garden,” a 4D urban fairy tale film, captured the American spirit of innovation, collaboration, and optimism.

Visitors first walked into “Overture,” where Student Ambassadors welcomed them to view a short, humorous, video of Americans learning to speak Chinese. In “Act I” guests were welcomed by President Obama, Secretary Clinton, and American children who spoke about their dreams for the future. In “Act II” visitors experienced “The Garden” before making their way to “Act III” where they interacted with hands-on displays from our sponsors.

At more than 60,000 square feet, the USA Pavilion was one of the largest national pavilions at Expo 2010 Shanghai. The operating teams included 160 Student Ambassadors, more than 500 staff members, including catering, maintenance, and security. The team also included pavilion sponsors and staff of the U.S. State Department, the U.S. Consulate General in Shanghai, and the Shanghai Expo Bureau.

在世博会的184天时间里，美国馆平均每天高效接待四万三千人，并荣获上海世博局颁发的杰出运作奖。美国馆以高质量的多维视频，引导游客领略美国。视频中有关颖珊和迈克尔·约翰逊等家喻户晓的名人以及普通美国民众以中文迎接来宾的短片。另外，奥巴马总统和希拉里·克林顿国务部长的欢迎视频，以及名为《花园》的四维城市童话，都体现了创新、合作和乐观的美国精神。



美国馆第一个部分为“序幕”，在这里学生大使迎接游客观看讲述美国人学习中文的幽默短片。接下来在第一个展厅，奥巴马总统、克林顿国务部长，以及描述未来梦想的美国青少年热情欢迎大家。第二个展厅的四维电影《花园》向观众提供逼真的图像效果。最

后一个展厅则让参观者以互动方式体验赞助厂商提供的展品。

美国馆占地六万多平方英尺，是2010年上海世博会上最大的国家馆之一。负责展馆运作的团队包括160名学生大使和500多名担负服务、维修和安全的工作人员。团队还包括展馆赞助企业、美国国务院、美国驻上海总领馆，以及上海世博协调局的人员。

完全碳中和展馆

美国展馆以购买排放配额的方式参与符合黄金标准的高质碳抵消项目，使美国展馆的二氧化碳排放被配额抵消，成为碳中和空间，也成为世博“城市，让生活更美好”主题的杰出体现。展馆特意加入中国的高质减碳项目，以确保在中国境内落实碳中和目标。

A FULLY CARBON-NEUTRAL NATIONAL PAVILION

- High-quality carbon offset purchases meeting the Gold Standard cancelled out the pavilion's CO2 emissions, making it a carbon-neutral space and ensuring that the United States would be an exemplary participant in line with the Expo's "Better Cities, Better Life" theme. The pavilion deliberately chose high-quality carbon reduction projects in China in order to have an entirely carbon-neutral effect within China.
- A rooftop garden supported the biodiversity of the pavilion and demonstrated how people can grow food where they live, even in urban environments.
- Large, fully grown trees shaded the ground, reducing the extra heat of the urban environment.
- Photovoltaic cells, which convert sunlight into electricity, were used in selected parts of the USA Pavilion.



- A solar hot water system warmed a portion of the pavilion's water supply.
- Recessed sections of landscaping around the building collected rainwater, allowing it to seep straight into the ground, preventing run-off.
- Sustainable materials were used in the construction of the building, including recycled bamboo flooring.
- Centrally produced chilled water avoided the need for on-site specific cooling plants, which saved energy.
- The use of energy efficient LED bulbs and dimmable halogen light fixtures lowered the USA Pavilion's electrical energy consumption.
- All pavilion staff were trained in environmentally sound strategies to reduce the pavilion's carbon footprint to the lowest possible amount prior to the purchase of carbon offsets.



屋顶花园保证了展馆的生态多样性，展示了人们如何能在其居住地，甚至城市环境中种植粮食。

展馆场地周围的高大繁茂树木提供树荫，为炎炎夏日的城市环境注入阴凉。

展馆的部分建筑材料使用了太阳能电池，将阳光转化为电力。

一个太阳能热水系统为展馆提供了部分热水。

展馆周围的低凹地形能够汇集雨水，使之直接渗入地下，避免了挥发浪费。

展馆使用了可持续建筑材料，包括循环回收的竹制地板。

由于设置了中央冷却水系统，从而避免了在各处另设冷却装置，节约了能源。

展馆使用的节能LED灯泡和可调控亮度的卤素灯降低了电力消耗。

展馆所有工作人员都接受了环保培训，以了解如何将展



"We are bound by our common humanity and our shared curiosity. This includes the hopes we share with the people of China and the people around the world to work together to realize a healthy, sustainable, and prosperous future."

BARACK OBAMA
PRESIDENT
OF THE UNITED STATES OF AMERICA

“我们因共同的人性和共同的好奇心而紧密相联。我们和中国人民及世界人民有着一致的愿望，那就是携手努力，共创一个健康的、可持续的、繁荣的未来。”
奥巴马，美国总统



“It was heartening to see firsthand the impact of people-to-people diplomacy on our Chinese visitors’ perceptions of the United States.”

BENJAMIN FROHMAN
STUDENT AMBASSADOR
GEORGETOWN UNIVERSITY

“亲眼目睹国民外交如何改变了中国游客对美国的印象，让我感到特别开心。”
冯杰明，乔治城大学学生大使

CREATING PEOPLE-TO-PEOPLE DIPLOMACY WITH STUDENT AMBASSADORS

As representatives of the United States, Student Ambassadors served as the human “face” of the U.S. mission at the Shanghai Expo. They fulfilled this critical public diplomacy effort through person-to-person interaction and cultural exchange.

The 160 Student Ambassadors, fluent in Mandarin-Chinese, represented 38 states and 84 American universities. Through their involvement in every aspect of pavilion operations, the dynamic USA Pavilion Student Ambassadors engaged Chinese guests with energy, enthusiasm, and excitement.

High-Level Greet: Student Ambassadors helped welcome Chinese President Hu Jintao, Secretary of State Hillary Clinton, Secretary of Commerce Gary Locke, former U.S. President Jimmy Carter, 10 U.S. state governors,



馆碳排放降低到最低限度。

学生大使的国民外交

作为美国的形象代表，学生大使是本届世博会美国馆使命的生动体现。他们通过和参观者的现场互动和文化交流，完成了至关重要的公共外交使命。

一百六十名中文流利的学生大使来自38个州和84所美国大学。这些活力四射的学生大使全方位参与了美国馆的各项活动，使游客们获得了生气勃勃、热情洋溢而又精彩迭出的体验。

接待高层来宾：学生大使们协助接待了许多贵宾，包括中国国家主席胡锦涛、美国国务部部长希拉里·克林顿、美国商务部长骆家辉、美国前总统吉米·卡特、来自美



and the USA National Day Presidential Delegation led by former Secretary of State Madeleine Albright.

Community Outreach: Student Ambassadors, pavilion staff, and employees from pavilion sponsor companies volunteered in all of the USA Pavilion community outreach initiatives.

Media Engagement: Many Student Ambassadors had the opportunity to have their stories of service to the USA Pavilion told through the media including television or newspaper interviews, editorials, or blogs in the U.S. and China. Their blogs may be read at <<http://china.usc.edu/>>.

Special Programs: As part of a career development program, Student Ambassadors were paired with mentors from sponsor companies and in the U.S. government. More than 50 Student Ambassadors connected with mentors within their areas of interest and many maintain that contact on a continuing basis.



IMPROVING PERCEPTIONS OF AMERICA

A survey conducted by Fudan University's School of Management, a top Chinese institution, indicates the USA Pavilion met high expectations by visitors and generated positive perceptions of Americans and American companies. Over a 3-day period in August 2010, 660 visitors to the USA Pavilion at Expo 2010 Shanghai were randomly chosen to participate in the survey, both prior to entering the pavilion and again upon exiting.



KEY FINDINGS INCLUDE:

- 95% of respondents agreed that visiting the USA Pavilion was worth their time and effort despite the long queue wait time
- 93.4% felt the USA Pavilion represents the true American spirit
- 92.4% agree Chinese corporations should use American corporations as role models
- 98.8% of respondents were impressed with the performance of the Student Ambassadors
- 95.2% want to travel to the United States

...the USA Pavilion met high expectations by visitors and generated positive perceptions of Americans...

国10个州的州长，以及以前国务部部长玛德琳·奥尔布赖特为首的美国“国家馆日”总统代表团。

投身社区联谊：学生大使、展馆人员，以及赞助商的工作人员都参与了美国馆开展的社区交流活动。

获得媒体报道：许多学生大使通过中美媒体的电视或报纸采访、评论和博客等，介绍了他们为美国馆服务的故事。他们的博客汇集在以下网站：<<http://china.usc.edu/>>。

安排特别活动：美国馆安排一些学生大使与来自赞助企业及美国政府的人员配对，就其职业发展接受辅导和建议。五十多名学生大使和来自他们感兴趣领域的辅导者建立了联系，并继续保持接触。

改善对美国的印象

复旦大学管理学院是中国最顶尖的学府之一。该学院的调查显示，美国馆满足了参观者的很高期待，使来宾对美国人民和美国企业留下了良好的印象。2010年8月，调查人员在3天的时间里随机抽查了参观美国馆的660名游客，请他们在进入美国馆之前和参观完毕之后接受问卷调查。

主要调查结果如下：

百分之九十五的人认为，尽管排队等待很长时间，为参观美国馆付出的时间和努力是值得的。

百分之九十三点四的人认为，美国馆体现了美国精神。

百分之九十二点四的人认为，中国公司应该以美国公司为榜样。

百分之九十八点八的人对学生大使的表现印象深刻。

百分之九十五点二的人希望到美国旅行。

“This summer was a dream come true for me: an opportunity to represent the United States among the Chinese people. ...guests saw us in a way that they hadn't before—up front and personal.”

BENJAMIN HAYFORD
STUDENT AMBASSADOR
BRIGHAM YOUNG UNIVERSITY

“我一直以来有一个梦想--帮助中国人民理解美国。今年夏天这个梦想成真了。我们扩大了他们的视野，提高了他们的眼界。游客们通过美国馆之行增进了对美国的理解，开始用不一样的眼光来看待我们。”

韩明豪，杨百翰大学学生大使





“In just six months, our pavilion reached more Chinese citizens in a direct people-to-people fashion than the entire China Mission can in a decade or more, even including visa interviews.”

THOMAS E. COONEY
U.S. DEPUTY COMMISSIONER GENERAL
AND PUBLIC AFFAIRS OFFICER
UNITED STATES CONSULATE GENERAL IN SHANGHAI

“在仅仅六个月的时间里，美国馆以面对面方式接触的中国民众人数，超过了所有驻华使领馆在十年甚至更长时间里所能接触的中国民众人数，包括签证面谈的人在内。”

俞天睦，美国展区副总代表、美国驻上海总领事馆新闻文化处处长



“The deepest impression for me was the cooperation and innovation espoused by the films.”

SUN JIAOJIAO
JIANGSU PROVINCE

“我最难忘的是影片表现的合作和创新精神。”
孙娇娇，江苏省



“I fully expected the USA Pavilion to be a fabulous public diplomacy platform. But I did not anticipate the many other ways in which our participation would become a bright spot in the U.S.- China relationship. We chalked up successes in a number of areas, from helping U.S. governors promote their states to generating an immense amount of positive coverage in Chinese media.”

BEATRICE CAMP
CONSUL GENERAL
UNITED STATES CONSULATE GENERAL IN SHANGHAI

“我早就预料到美国馆会成为杰出的公共外交平台。但我没想到在如此之多的层面上，我们的参与成为美中关系的亮点。我们在一个又一个领域取得了成功，包括协助各州州长宣传他们所在地区，以及获得中国媒体大量的正面报道。”

康碧翠，美国驻上海总领事



USA
NATIONAL DAY

国家馆日，众星熠熠



A day of **CELEBRATION FOR THE U.S.** *at the Expo*

美国国家馆日庆祝活动内容

National Day was a time for participants of the Shanghai Expo to celebrate their country by presenting cultural performances and welcoming special guests. On July 2, 2010, the USA Pavilion welcomed a Presidential Delegation led by former Secretary of State Madeleine Albright to USA National Day at the Expo. The morning protocol ceremony audience was composed of Americans, Chinese, and special guests from other pavilions.

The Boy Scouts of America and Student Ambassadors participated in a flag raising ceremony preceded by the national anthem performed by soprano Angela Brown. Following speeches by Secretary Albright and Chairman Li Zhaoxing, Chairman of the Foreign Affairs Committee of the Standing Committee of the National People's Congress of China, the University of Southern California (USC) Trojan Marching Band paraded into the Expo Center Hall, filling the room with music and bringing people to their feet.

In the evening, the U.S. Consulate hosted a special reception at the USA Pavilion in honor of National Day. Among those in attendance were the Presidential Delegation, USA Pavilion Board of Directors, pavilion sponsors, Chinese Expo Bureau officials, our partners from the State Department, and guests from other pavilions.

The evening concert featured Harry Connick Jr. accompanied by his full band and a duet with Chinese pop star Zhu Hua. Harry Connick Jr. blended Americana and classical jazz to an audience composed of American, Chinese, and international guests. The evening also featured a special appearance by Rima Fakih, Miss USA, and a performance by the USC Marching Band.



上海世界博览会的“国家馆日”是让各参展国进行文化表演和邀请特别嘉宾，以展示本国形象的日子。2010年7月2日，美国前国务卿玛德琳·奥尔布赖特率领的总统代表团来到美国馆，参加了美国馆的“国家馆日”活动。这天上午，来自美中两国和其它展馆的特别嘉宾参加了国家馆日的官方仪式。

仪式上，著名女高音歌唱家安吉拉·布朗演唱了美国国歌，随后美国童子军和学生大使举行了升旗仪式。奥尔布赖特国务卿和中国全国人大外事委员会主任委员李肇星分别发表了讲话。最后，南加州大学军乐队列队进入世博中心，顿时音乐响彻大厅，使观众们沉浸在热烈兴奋的气氛之中。

当天晚上，美国驻上海总领事馆在美国馆举办特别晚宴，庆祝国家馆日。出席晚宴的嘉宾包括总统代表团成员、美国国家馆董事会成员、美国馆赞助企业、中国世博局官员、美国商务部合作伙伴，以及来自其他展馆的客人。

庆祝晚会由小哈利·康尼克及其全体乐队领衔主演。他还与中国歌手朱桦进行了二重唱。小哈利·康尼克的表演混合了美国特色和古典爵士乐的风格，为各国嘉宾带来美妙的享受。此外，美国小姐利玛·法基和南加州大学军乐队也特别亮相，为晚会助兴。



“Since Chicago’s participation in the Shanghai Expo, there has been increased interest from Chinese companies seeking to enter or invest in the U.S. market.”

RITA R. ATHAS
PRESIDENT
WORLD BUSINESS CHICAGO

“自从芝加哥参加上海世博会以来，已经有更多的中国企业寻求进入或者投资美国市场的机会。”

丽塔·R·阿萨斯，芝加哥全球商业委员会主席



COMMERCIAL

DIPLOMACY

拓展商机，宣传品牌



“Texas experienced great media coverage during our sponsorship weeks at the USA Pavilion. Our media value is estimated at more than \$1.6 million.”

JULIE CHASE
DIRECTOR OF TOURISM, OFFICE OF THE GOVERNOR
OF THE STATE OF TEXAS

“在‘向德克萨斯致敬周’期间，德克萨斯州吸引了大量媒体的注意力。媒体报道的价值超过一百六十万美元。”

茱莉·切斯，德克萨斯州州长办公室旅游业负责人

Promoting
U.S. BUSINESS
in China

美国馆向中国宣传美国企业的成果

A total of 68 sponsors and 16 suppliers contributed more than \$60 million for the construction, presentation, and operations of the USA Pavilion at the Shanghai Expo. These included American corporations, a Chinese company, and U.S. states and municipalities.

Each sponsor took a different approach to their sponsorship depending on their industry, company culture, and goals in China. Sponsors harnessed their support to increase government and media/public relations exposure, create client satisfaction about the sponsor’s support of the pavilion, generate branding associations from visitors viewing sponsor exhibits, create corporate social responsibility messaging on the large screen outside of the USA Pavilion visible to Expo visitors, and participate in myriad community outreach events.

On average, each sponsor hosted 1,000-2,000 visitors and VIPs at the USA Pavilion over the six months. Most sponsors invited employees and their families for team-building events to increase company pride through their association with the Expo and the USA Pavilion.

HELPING MUNICIPALITIES GENERATE INVESTMENT AND TOURISM

The states of Texas, Hawaii, and Tennessee as well as the cities of San Antonio, Houston, and Chicago effectively used the USA Pavilion as a platform to highlight investment opportunities and tourism in their regions.



六十八个赞助商和十六个供货商捐助了六千多万美元，用于美国国家馆的建设、展出和运作。提供赞助的包括美国企业和美国一些州及城市。

每家赞助商根据各自的行业、独特的企业文化，以及在中国的目标，以不同的方式来赞助美国馆。他们希望通过赞助美国馆来增加在政府和媒体中的曝光度，提升公关形象，并增强消费者满意度。他们还希望通过美国馆的展品来促进品牌认同意识，以美国馆外的视频墙来宣传企业为社会所做的贡献，并参与广泛的社区交流活动。

在美国馆六个月的展期里，每家赞助商平均接待了一千到两千位游客和贵宾。许多赞助商邀请他们的雇员及其家人参加了各项团队活动，使他们为参与世博会和美国馆而自豪，增强了企业自豪感。

协助地方政府吸引投资和旅游

德克萨斯、夏威夷和田纳西等州以及圣安东尼奥、休斯顿和芝加哥等城市将美国馆作为有效平台，宣传了他们的投资和旅游机会。

美国馆的“1776 贵宾中心”

美国馆的1776贵宾中心为馆内的特别活动提供了一流的场地。在世博会期间，这里接待的来宾包括赞助企业及其雇员和客户、为数众多的中国官员和其他贵宾、驻上海的其他国家代表、中国学生、博客版主、企业家、记者、青少年、残疾人，以及其他许多团体和个人。在一百八十四天的时间里，1776贵宾中心接待了四万五千多名来宾。这里举行的活动包括：

USA PAVILION’S “1776 SUITE”

The 1776 Suite provided a first-class venue within the USA Pavilion for special events. During the course of the Expo, guests included sponsors, their clients and employees, a vast array of Chinese officials and other dignitaries, other-country representatives in Shanghai, Chinese students, bloggers, entrepreneurs, journalists, children, the physically handicapped, and many more. For 184 days, the 1776 Suite accommodated more than 200 events and welcomed more than 45,000 guests. These functions included:

- Business forums
- Receptions
- Community outreach events
- Press conferences
- Customer and employee receptions
- Public diplomacy events
- USA Pavilion events for staff, Student Ambassadors, and partners including “Sponsor Family Day”

ASTROVISION LED SCREEN

A 10.24-meter wide by 4.00-meter tall screen was positioned on the side of the USA Pavilion for visitors in the queue and in the neighboring plaza to view varied content about America.



ABOUT THE LED SCREEN:

- Content: Sponsor corporate social responsibility messages –80%, “General Americana” –20%
- Air Time: Totaling 2,760 hours or 165,600 minutes
- Reach: Totaling upwards of 13,000,000 visitors in the vicinity of the USA Pavilion.

SNAPSHOT: “TASTE OF AMERICA”

Organized by the U.S. Consulate General’s Agricultural Trade Office, this day of special tastings showcased the diversity and quality of American food and culminated in a traditional American-style Independence Day dinner. Guests in attendance included members of the Chinese food industry, government officials, and representatives of American food exporters.



商业论坛
招待会
社区交流联谊活动
记者会
客户及雇员餐会
公共外交活动
为美国馆工作人员、学生大使及合作伙伴举办的活动，包括“赞助商家庭日”。

Astrovision LED大屏幕视频墙

美国馆的侧外墙设置了一面宽10.24米，高4米的大型屏幕视频墙。在展馆外排队或者附近场地的游客能够从屏幕上观赏到有关美国的不同内容。

视频墙有关情况如下：

内容：宣传赞助企业社会贡献的内容占百分之八十，介绍美国风情的内容占百分之二十。

播出时间：总共两千七百六十个小时，即十六万五千六百分钟。

观众人数：美国馆及其周围最多达一千三百万人的游客观赏到了其内容。

快照：“品尝美国”

美国上海总领事馆农业贸易处举办了一次“品尝美国”活动，让来宾亲自品味多样高质的地道美国食品。活动以传统美国式独立日晚餐达到高潮。出席活动的来宾包括中国食品界人士、政府官员，以及美国食品出口商的代表。

“[Walmart] strengthened relationships with the Shanghai government, enhanced brand image, and...stimulated the confidence of our vendors.”

BARRY FRIEDMAN
VICE PRESIDENT, CORPORATE AFFAIRS
WAL-MART CHINA

“沃尔玛加强了和上海市政府的关系，提升了品牌形象，而且…增强了我们零售供货商的信心。”

巴里·弗里德曼，沃尔玛中国投资有限公司
副总裁





A total of 68 sponsors and 16 suppliers contributed more than \$60 million for the construction, presentation, and operations of the USA Pavilion...

六十八个赞助商和十六个供货商捐助了六千多万美元，用于美国国家馆的建设、展出和运作。



“The USA Pavilion provided a superb platform for presenting the KFC and Pizza Hut brands, further imprinting the lead position of both in the perception of Expo visitors.”

JOHN XU
GOVERNMENT RELATIONS CHIEF REPRESENTATIVE
YUM! BRANDS, INC., CHINA DIVISION

“美国馆为宣传肯德基和必胜客提供了卓越的平台，进一步加深了世博会游客对这两个领先品牌的印象。”

徐俊，百胜餐饮集团中国事业部政府关系首席代表



MORE
than just
A PAVILION

传播文化，扩大交流



“The USA Pavilion effort to reach into communities in and around Shanghai...was a unique effort to serve as a bridge connecting people around the world at a level where everyone meets equally...”

ERIC ARNDT
HABITAT FOR HUMANITY

“美国馆在上海及附近地区努力接触社区，其中的典范是与“仁人家园”合作，参与浙江平湖的危房重建工程。美国馆的突出努力就像一座桥梁，将全世界的人们联系在一起。在这里人人平等，人人互助，人人都为他人带来希望。”

艾瑞克·阿恩特，“仁人家园”

Outreach at the Expo, **IN SHANGHAI** *and throughout China*

美国馆在各地举办了多样的文化交流活动

The American spirit, captured throughout the USA Pavilion, was brought to life with cultural and community outreach programs throughout the Expo, Shanghai, and elsewhere in China. More than 1,000 entertainment performances showcased American music, dance, and culture. Numerous community outreach programs demonstrated American volunteerism, teamwork, and philanthropic tradition. These messages were promoted at the Expo and in six Chinese cities by Ambassador Villarreal, U.S. Commissioner General, and Martin Alintuck, USA Pavilion President & CEO.

CULTURAL AND ENTERTAINMENT OUTREACH

The USA Pavilion hosted a dynamic and diverse group of entertainment and cultural performances which presented American culture to the vast crowds around the USA Pavilion, on stages throughout the Expo Park, in the city of Shanghai, and elsewhere in China.

Demographic Diversity: Cultural groups who performed at more than 20 venues at the Expo site represented the regional, cultural, and ethnic diversity of the United States. These performers ranged from a Chicago hip-hop dance group to the United States Army 25th Infantry Marching Band to Hawaiian hula dancers to an Asian-American indie rock group from New York, PaperDoll, and a banjo-playing bluegrass artist who sings in Mandarin-Chinese, Abigail Washburn.



文化和娱乐活动

美国馆主办了一系列精彩多样的娱乐和文化表演，在美国馆内外、世博会园区，以及上海市和中国其它地区的舞台上，向广大中国民众呈现了美国文化。

节目丰富多彩：在世博园区二十多个表演场地表演的文化团体体现了美国地区、文化和种族的

多元性。表演者包括来自芝加哥的嘻哈舞蹈团队、美国第二十五步兵师军乐队、夏威夷草裙舞舞者、纽约独立摇滚乐队“纸娃娃”、以及用中文演唱的班卓琴手和蓝草歌手阿比盖尔·沃什伯恩。

表演每日举行：在世博会的六个月期间，面向排队游客的美国馆舞台上每天都有节目娱乐来宾。洛杉矶的“舞动美国”十人舞蹈团队随着美国混编知名乐曲展示动人的舞姿。踩着高跷的“山姆大叔”扮演者为人们带来了欢笑。另外，美国馆内也举行各项表演和活动，包括让游客和真人大小的NBA球员模型一比身高。

政府和民间的合作：美国馆和美国商务部及美国驻上海总领事馆共同主办了文化和娱乐活动，包括美国国家馆日的表演。这一天的领衔主演有四名格莱美奖获得者：小哈利·康尼克、贺比·汉考克、迪迪·布里姬沃特和奥祖马特里。

Daily Performances: Throughout the six months of the Expo, daily performances on the USA Pavilion stage, across from the queue, entertained guests. The featured presentation was Dance America, a troupe of 10 dancers from Los Angeles, who performed to a medley of great American music, and an “Uncle Sam” impersonator on stilts. Additional performances and activities were held at the USA Pavilion. For example, visitors could “measure-up” against displays of life-sized NBA players.

Public-Private Partnership: In conjunction with the U.S. State Department and the U.S. Consulate General in Shanghai, the USA Pavilion hosted cultural and entertainment programming that included performances by four Grammy winners: Harry Connick Jr., Herbie Hancock, Dee Dee Bridgewater, and Ozomatli.



Sponsorship collaboration: The USA Pavilion worked with sponsors to help bring special entertainment performances to the Expo. This included working with the State of Texas to host a trick-rope (lasso) performer and the Marshall Ford Swing Band during “Texas Salute Week,” Bennie the Bull during “Chicago Days,” and hula dancers as part of “Hawaii Salute Week.” In addition, there were special appearances by NBA players, celebrities, and global CEOs.

“USA Pavilion in the City”: Cultural performances also were held outside the Expo. These included performances at local schools, in a public park, an “America Week” including Sesame Street characters in Shanghai’s popular Xintiandi commercial and entertainment area, and Dance America performances in other Chinese cities including Chongqing, Chengdu, and Hangzhou.

Pavilion Exchanges: The USA Pavilion partnered with seven Chinese Provincial Pavilions in an exchange of staff for the day. In this swap of duties, Student Ambassadors greeted visitors to Chinese pavilions while Chinese provincial pavilion staff greeted visitors to the USA Pavilion.

与赞助者合作: 美国馆和多个赞助商合作, 为世博会带来富有鲜明地方特色的娱乐表演, 例如在“向德克萨斯致敬周”期间与德克萨斯州共同主办牛仔套绳秀和马歇尔·福特摇摆舞乐队的表演, 在“芝加哥日”展出芝加哥公牛队吉祥物“公牛本尼”, 以及在“向夏威夷致敬周”推出草裙舞表演等。另外, NBA球员、明星和全球性企业领袖也纷纷亮相, 出场助兴, 为各项活动增色。

“城市中的美国馆”活动: 美国馆在世博园区以外也主办了一些文化表演活动。表演地点包括当地学校和一所公园。美国馆还在上海著名的商业和娱乐区“新天地”举办了“美国周”, 其间有芝麻街节目中的角色人偶演出。“舞动美国”舞蹈团队也赴重庆、成都和杭州等城市进行了表演。

与其它展馆的交流: 美国馆分别和中国七个省的展馆进行为期一天的工作人员交换合作。在这一天里, 美国学生大使在中国展馆迎接游客, 中国的省展馆工作人员则在美国馆接待来宾。

联谊社区的交流活动:

美国馆开展了一系列服务社区的活动, 以倡导回馈社区的美国精神。我们的目标是通过实际活动来宣传美国精神, 生动展现美国馆影片所表现的的主题。我们的行动包括:

开设“儿童角”: 美国馆与当地学校、孤儿院及非政府组织合作, 在“世博一日”活动中让贫困儿童体验美国馆。这些贫困儿童有机会得到免费世博入场券、在美国馆享受贵宾待遇, 并有机会参与一系列以激发想象力为目的的教育性活动。这些活动都是美国馆第一个展厅影片中描绘过的内容。

与“国际青年成就组织”合作: 美国馆和国际青年成就组织中国部、上海美国商会及其他几个赞助者共同合作, 主办了“未来城市, 绿色畅想”小学生创新成果展。来自美国馆和赞助企业的义务工作人员辅导小学生组成的十五个团队, 启发和指导他们动用自己的想象力设计、研发和推广“绿色”产品。

与“国际大学生企业家联盟”(SIFE)合作: SIFE是一个帮助大学生学习企业和商业文化的组织。美国馆和这个组织共同举办了两次活动, 让不同的SIFE团队向由学生大使和赞助商组成的评审小组展示他们的获奖项目。每个团队都获得了评审小组的反馈, 增强了参加全球性竞赛的实力。

参与“仁人家园”项目: 美国馆工作人员、学生大使以及美国领事馆工作人员与“仁人家园”组织合作, 义务参与了浙江省一所危房的拆除和重建工作, 从而使美国馆第一展厅影片中的关键情节之一成为活生生的现实。

举办“美国馆参观交流日活动”: 这项特别活动由美国馆和美国驻上海总领事馆共同主办。活动邀请了中国小学、中学和大学生、非政府组织成员、残疾儿童以及青少年小记者共八百多人体验美国馆。这些特别嘉宾与学生大使及领馆工作人员进行互动交流, 促进了中美青少年之间的理解和对话。



“Very enjoyable exhibition with just the right lessons!”

ROBERT A. MUNDELL
NOBEL LAUREATE, 1999

“一个带来美妙体验和深刻启示的展馆!”

罗伯特·A·蒙代尔, 1999年诺贝尔经济学奖获得者

“SIFE is a bridge between our Chinese and American volunteers. We are very glad to meet so many friends here, and we hope our friendship will last longer.”

GE JINGYI
FUDAN UNIVERSITY

“SIFE是中美义工之间的桥梁。我们很高兴在这里遇到这么多朋友，也希望我们的友谊能继续下去。”

葛静仪，复旦大学



COMMUNITY OUTREACH:

The USA Pavilion was committed to serving the community through a variety of projects that focused on promoting the American spirit by giving back to the community. Our goal was to exemplify the spirit of America and consciously bring the themes depicted in the pavilion's film presentations to life. Examples include:

Kiddie Korner: The USA Pavilion partnered with local schools, orphanages, and NGOs to treat disadvantaged children to “A Day at the Expo.” Disadvantaged children had the opportunity to receive complimentary Expo tickets, VIP treatment at the USA Pavilion, and the chance to participate in a series of educational activities designed to stimulate the imagination, as depicted in the actual “Act I” of the USA Pavilion.

Junior Achievement: The USA Pavilion partnered with Junior Achievement China, the American Chamber of Commerce in Shanghai, and several sponsors to support “The Junior Achiever Green Innovation Challenge.” Volunteers from the USA Pavilion and sponsors mentored 15 Junior Achievement teams composed of elementary school students. Mentors worked with the students to simulate the design, development, and marketing of a “green” product.

Students in Free Enterprise (SIFE): In collaboration with SIFE – an organization that educates college students about entrepreneurship and business – the USA Pavilion hosted two events where SIFE teams presented their award-winning projects to a panel of Student Ambassadors and sponsors. Each team received feedback in preparation for a global competition.

Habitat for Humanity: In partnership with Habitat for Humanity, staff and Student Ambassadors as well as U.S. Consulate staff volunteered to demolish and rebuild a dilapidated family home in Zhejiang Province – bringing to vivid life a key part of the USA Pavilion “Act I” film.

“Visit Plus” Days: This specially designed program, in partnership with the U.S. Consulate General in Shanghai, brought more than 800 Chinese elementary, high school, and university students as well as NGO groups, special needs children, and young student journalists to the USA Pavilion. These VIP visits “plus” interactive programs with Student Ambassadors and consulate staff promoted open exchanges of ideas and conversations between American and Chinese youth.

Additional Outreach Projects: Other USA Pavilion outreach included Sesame Street programs at a local children's hospital visit, TEDx programs, special access for the Expo volunteers, and participation in the World Expo 2010 Shanghai photo exhibit at the Shanghai Urban Planning Museum.

组织其它接触社区的活动：这些活动包括在当地一所儿童医院举行芝麻街表演、举办TEDx论坛，为世博会义工特别开放美国馆，以及参加上海城市规划馆举办的“2010年上海世界博览会照片展”等。



**Numerous
community
outreach programs
demonstrated
American
volunteerism,
teamwork,
and philanthropic
tradition.**



“Harmonious U.S.-China relations and friendship are beneficial to the world.”

WANG JIANRONG
DIRECTOR
TIANJIN BRANCH, CHINA NATIONAL PETROLEUM CORPORATION (CNPC)

“美中两国的和谐与友谊有利于世界和平。”
王建荣，中国石油天然气集团天津分公司负责人





“America has a special hold on the Chinese imagination, and even where they don’t agree, they want to understand...”

PHILADELPHIA INQUIRER

“‘美国特别激发中国人的想象力。就算两国有分歧，他们也希望理解美国。’美国馆一位工作人员告诉我。在和中国游客交谈之后，我确信他是正确的。正因为如此，美国馆能够开放运作是一件幸事。”

费城问讯报



PROMOTING

U.S.-China
RELATIONS

促进外交，加深联系



A public diplomacy **OPPORTUNITY**

美国馆的公共外交努力

The USA Pavilion provided the U.S. government with a tremendous public diplomacy opportunity to directly engage officials and ordinary citizens from across China and from other countries. Leaders from all provinces of China and international officials representing 116 nations and international organizations visited the USA Pavilion.

Diplomatic Platform: The U.S. presence created an opportunity to establish connections between U.S. government officials and high-level Chinese counterparts representing central, provincial, military, and party leadership.

Delegation Visits: A total of more than 7,500 delegations—or more than 79,000 VIP visitors—experienced the USA Pavilion. These included high-level U.S., Chinese, and international officials, leaders of finance and industry, influential media figures, and prominent academics, philanthropists, performers, and artists.

**Visitors included
leaders from all
provinces of China
and international
officials representing
116 nations...**



美国馆为美国政府提供了一个极佳的公共外交平台，让其得以直接接触来自全中国和世界其它国家的官员和普通民众。来自中国所有省份的领导人，以及代表一百一十六个国家和国际组织的官员参观了美国馆。

外交平台：借参加世界博览会，美国政府官员得以和来自中国中央、各省、军方和党内的高层官员建立联系。

代表团访问：共有七千五百多个代表团的七万九千多位贵宾参观了美国馆。这些贵宾包括中美和国际高层官员、金融和工商界领袖、富有影响的传媒界人士、著名学者、慈善活动人士，以及表演艺术家等。



“The USA Pavilion was a once in a lifetime opportunity for the most successful and innovative U.S. companies to present themselves to tens of millions of Chinese consumers and to promote their brand and identity in one of the fastest growing markets for American products and services in the world.”

BRENDA FOSTER
PRESIDENT OF THE AMERICAN CHAMBER
OF COMMERCE IN SHANGHAI (AMCHAM SHANGHAI)
AND USA PAVILION BOARD MEMBER

“美国馆提供了千载难逢的良机，使美国最成功和最有创意的企业得以在中国向成千上万的中国消费者展示自己并宣传其品牌。而中国是全球美国产品和服务行业增长最快的市场之一。”

傅丝德，上海美国商会总裁、美国国家馆董事会董





美国国家馆由美国国务院呈献

The United States Department of State
proudly presents the USA National Pavilion



*“The USA Pavilion is an excellent
storyteller with remarkable storylines.”*

ZHANG TAOFU
BEIJING NEWS

“美国馆以精彩的方式讲述
了一个意义非凡的故事。”

张涛赋，新京报



A total of more than
7,500 delegations – or more
than 79,000 VIP visitors
– experienced the USA Pavilion.

共有七千五百多个代表团的七
万九千多位贵宾参观了美国馆。



“I think the USA Pavilion lets people really understand one of the most unique things about America – its spirit of innovation.”

XU JIA
LIAONING PROVINCE

“美国馆让人们真正理解了美国的最独特之处，也就是它的创新精神。”

许佳，辽宁省



SHARING OUR STORY

with
THE CHINESE

广用媒体，讲述美国



The USA PAVILION *in the media*

美国馆通过各类媒体有效地扩大了影响

The USA Pavilion received broad, positive coverage across the range of Chinese media during the course of the Expo. The Shanghai Expo provided the USA Pavilion with multiple communications platforms to reach the Chinese people and promote the American spirit. More than 8,000 media stories in China, the U.S., and across the globe featured the USA Pavilion.

Print and Online Media Coverage in China: The USA Pavilion generated 287 news clippings and featured articles in top-tier newspapers and magazines across China. In addition, tens of millions of Chinese “netizens” were exposed to the USA Pavilion story via the top Chinese news and special interest websites and blogs.

Additional Exposure for “The Garden”: At the end of the Expo, after tightly protecting our featured film for pavilion guests, “The Garden” was released across China via a special broadcast on Chinese television. Its continued presence on Youku.com, one of China’s largest online video sites, has allowed millions more to experience the main themes of the USA Pavilion. It may be viewed at http://v.youku.com/v_show/id_XMjE3Mzc2Mjgw.html.

Television Coverage: The USA Pavilion appeared in 37 nationally broadcast news programs on China Central TV stations and 99 appearances on other major television stations.

Extent of Reach: While news about the USA Pavilion potentially reached over 90 percent of China’s population of 1.3 billion via China Central TV and other national carriers, we estimate that hundreds of millions of Chinese were solidly exposed to news stories about the USA



世博会期间，美国国家馆受到了中国媒体广泛的关注并获得了大量正面报道。上海世博会为美国馆接触中国人民和倡导美国精神提供了多种沟通渠道。在中国、美国和全球其它地方，超过八千多条媒体报道介绍了美国馆的情况。

中国的报纸和网络媒体报道：在中国各地，主流报纸和杂志对美国馆的报道多达二百八十七条。除此之外，数千万中国网民通过主要新闻网站、特色网站及博客接触到了有关美国馆的报道。

影片《花园》在世博之外的影响：在世博会期间，《花园》一片严格限于美国馆的游客观看。世博会结束后，这部影片作为特别节目被中国各地电视台播放。影片也上载到中国最大视频网站优酷，使成千上万更多的中国民众体验到美国馆的主题。《花园》一片在优酷网站上的网址是：http://v.youku.com/v_show/id_XMjE3Mzc2Mjgw.html。

电视报道：美国馆共有三十七次出现在中央电视台对全国播出的新闻节目中；另外还在其它主要电视台的节目中出现了九十九次。

Pavilion. The USA Pavilion's coverage was second only to the China Pavilion.

Student Ambassadors in the Media: The USA Pavilion's very popular Student Ambassadors were amongst the major news stories. This media coverage focused on their backgrounds, interest in China, and their experiences as an ambassador of the U.S. to the world at the Shanghai Expo.

THE "VIRTUAL" USA PAVILION ONLINE

A 3D virtual USA Pavilion was created as part of the Expo Online interactive platform and allowed those not attending the Expo to experience the USA Pavilion.



...we estimate that hundreds of millions of Chinese were solidly exposed to news stories about the USA Pavilion.



报道广度：中国十三亿人口的百分之九十以上都有可能通过中央电视台和其他全国性新闻媒体接触到了有关美国馆的报道。而我们估计，肯定有数亿中国民众接触到了美国馆的报道。媒体对美国馆的报道量仅次于对中国国家馆的报道。

媒体对学生大使的报道：不少媒体在主要新闻报道中介绍了美国馆广受欢迎的学生大使。这些报道突出介绍了学生大使们的背景、对中国的兴趣，以及他们在上海世博会上作为美国友谊大使的体验。

网络“虚拟”美国馆

世博会官方网站建立了一个三维虚拟美国馆，使许多没能来到世博会的人得以神游美国馆。

在虚拟美国馆，参观者首先为自己选择一个网络人物角色，然后随着虚拟学生大使游览各个展厅。游客除了能够观赏照片和馆内电影片段，还能真切感受美国馆的外观和氛围。他们还能通过互动小测验来了解美国。游览结束时，每位游客得到一个虚拟礼物。



“The human aspect has been a core theme of the Shanghai Expo. In the USA Pavilion’s 4D movie ‘The Garden’ ...a human being’s aspiration and resolution have been amplified to showcase mankind’s common spirit of optimism, innovation, and teamwork.”

Ji Ming & Xu Xiaoqing
Xinhua News Agency

“人类的努力是上海世博会的中心主题之一。美国馆的4D电影《花园》...讲述的是一个人的希望和决心，但体现的却是人类共同的乐观、创新和合作精神。”
季明、许晓晴，新华社



“The people leaving the American ‘4-D’ show were pleased by what they saw.”

PBS

“游客走出美国馆时，对其四维媒体体验感到心满意足。”
美国公共电视网

The USA Pavilion was described as “[leading] the game on Twitter” by Cnreviews.com.

About the Virtual Pavilion: After selecting an avatar to represent themselves, guests were greeted and escorted by virtual Student Ambassadors step-by-step through the USA Pavilion. Visitors experienced the look and feel of the USA Pavilion in addition to viewing pictures and short clips of the films inside. Visitors also were able to learn about the United States through interactive quizzes and presented with a virtual gift from the pavilion when they exited.

For the duration of the Expo, the virtual USA Pavilion hosted more than 8.6 million page views.

ONLINE SOCIAL MEDIA PRESENCE

The reach of the USA Pavilion extended from actual visitors at the Expo to virtual visitors at the Virtual Pavilion to Chinese “netizens” who could connect with news about the pavilion through a number of American and Chinese social media platforms including:

Official Pavilion Website: Totaling 362,666 page views throughout the Expo.

Official Pavilion Blog: Totaling 39,489 page views.

Twitter: The official USA Pavilion Twitter account had 3,479 followers.

Sina Microblog in Chinese: Similar to Twitter, the official USA Pavilion Chinese-language Sina Microblog had 11,913 followers.

Youku: Similar to Youtube, the popular Youku video-sharing site hosted USA Pavilion videos and received 165,544 page views.

Flickr: The USA Pavilion images on Flickr received 59,406 page views.

The USA Pavilion was described as “[leading] the game on Twitter” by Cnreviews.com.



在世博会期间，网络虚拟美国馆网址一共被访问了八百六十多万次。

网络社交媒体的影响

美国馆的影响从实际入园游客延伸到了虚拟馆游客及其他中国网民。这些网民通过若干美中网络社交媒体了解到了美国馆的情况。这些网络媒体包括：

美国馆官方网站：世博会期间共获得三十六万二千六百六十六次页面访问。

美国馆官方博客：该博客共被访问三万九千四百八十九次。

美国馆官方推特：美国馆官方推特有三千四百七十九位粉丝。

新浪网站美国馆官方中文微博：这一官方中文微博吸引了一万一千九百一十三名粉丝。

优酷：优酷是一个类似于Youtube的视频分享网站。上载优酷网站的美国馆视频吸引了十六万五千五百四十四次观赏。

Flickr：在照片分享网站Flickr，美国馆的照片吸引了五万九千四百零六次页面访问。

Cnreviews.com网站评论说，美国馆在“利用推特扩大影响方面遥遥领先。”



The Shanghai Expo provided the USA Pavilion with multiple communications platforms to reach the Chinese people and promote the American spirit.

上海世博会为美国馆接触中国人民和倡导美国精神提供了多种沟通渠道。

U.S. PARTICIPATES IN ALL EXPO THEME FORUMS

The Shanghai Expo theme, “Better City, Better Life,” was complemented by six issue-driven, substantive Expo Forums at locations throughout the Yangtze River Delta. The United States participated in every forum on discussion topics ranging from urban sustainability to rural-urban relations.

Theme Forums hosted more than 39 American speakers and 5 Consulate representatives. Examples include:

Theme Forum 6: Harmonious City and Livable Life – October 4-7, 2010, Hangzhou, Jiangsu Province: U.S. Consul General Beatrice Camp and Bessy Kong, Senior Policy Advisor at the White House Office of Urban Policy, represented the United States.

Youth Summit – October 29, 2010: The Expo Youth Summit was hosted by the Executive Committee of Expo 2010 Shanghai and the Central Committee of the Communist Youth League of China and the All-China Youth Federation. Two Student Ambassadors were selected to represent the USA Pavilion at this event which included discussions on innovation, low carbon lifestyles, and the role of youth in urban development.

Final Summit Forum – October 31, 2010: President Obama’s Top Environmental Advisor Nancy Sutley, White House Council of Environmental Quality Chairperson, represented the U.S. at the Expo Summit Forum on Green Development and Ecological Cities.

USA PAVILION MEMORABILIA AT THE “FAIR”

A great amount of memorabilia was produced, sold, and traded. The USA Pavilion was no exception.

SNAPSHOT: “MOST BEAUTIFUL GIRL AT THE EXPO” SAYS USA PAVILION IS HER FAVORITE

Internet sensation Drolma Chutso was referred to as “the most beautiful girl at the Expo” after a visitor filmed footage of her picking up trash at the Expo. The 15-year-old Tibetan girl from Yushu County in the quake-stricken area of Qinghai Province was among 300 underprivileged teenagers on a free trip to the Expo. During an interview with a local newspaper after her visit, she said her favorite pavilion was the USA Pavilion.



全面参与世博会主题论坛

上海世博会围绕其主题“城市，让生活更美好”在长江三角洲地区举办了六个不同主题、内容广泛的世博论坛，讨论题目包括城市可持续发展以及城乡关系等。美国参与了所有六个论坛的活动。

三十九位美国各界人士在论坛发言，五位领事馆代表出席了论坛活动。

第六论坛--“和谐城市与宜居生活”：2010年10月4日到7日在江苏省杭州市举行。美国驻上海总领事康碧翠和白宫城市政策办公室高级政策顾问贝丝·孔代表美国出席了论坛。

青年高峰论坛：2010年10月29日举行。论坛由上海世博会执委会、中国团中央、中华全国青年联合会共同主办，围绕创新、低碳和青少年在城市发展中的作用等议题展开研讨。两位学生大使代表美国馆参加了这次活动。

高峰论坛闭幕式：2010年10月31日举行。主题为“城市创新与可持续发展”。奥巴马总统的高级环境顾问、白宫环境质量委员会主席南希·萨特莉代表美国出席了这次论坛。

推出美国馆纪念品

在上海世博会上，大量纪念品被生产和销售。游客交换纪念品也极为普遍。美国馆也推出了纪念品。

快照：“世博会上最美的女孩”表示，美国馆是她最喜欢的展馆

藏族女孩卓玛求措被一位游客拍到在上海世博园捡起垃圾，从而成为网络红人，被称为“世博会上最美的女孩”。这位十五岁的藏族女孩来自青海省遭受地震灾害的玉树县，是三百名被邀免费参观世博会的贫困青少年之一。她游览世博会后在接受当地一家报纸采访时表示，她最喜欢的展馆是美国馆。



APPENDIX

The USA Pavilion was 100 percent privately funded through the generous support of 68 sponsors. In August 2009, the Department of State signed a Memorandum of Agreement with Shanghai Expo 2010, Inc., the private, nonprofit organization that managed design, development, construction, fundraising, integration of sponsors, staffing, operation, and dismantling of the USA Pavilion. The Commissioner General was a non-compensated employee of the Department of State.

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Vice Governor, Shaanxi Province

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Chairman, Chinese People's Political Consultative Conference

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WANG NING
Vice Governor, Sichuan Province

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Vice Governor, Sichuan Province

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SUN HAILIN
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TIBET AUTONOMOUS REGION
ZHANG QINGLI
Party Secretary, Tibet Autonomous Region

HAO PENG
Party Committee Vice Secretary/Executive Vice Chairman, Tibet Autonomous Region

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Vice Chairman, Tibet Autonomous Region

DUO JI ZE REN
Vice Chairman, Tibet Autonomous Region

DEJI CUOMU
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ED STELMACH, Premier of the Province of Alberta

GEORGE ROSS, Deputy Minister of Research and Innovation and Deputy Minister of Consumer Services, Province of Ontario

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Member of the Assemblée Nationale

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Jean-Claude Perez, Deputy Mayor of the City of Carcassonne

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Jérôme Durain, Member of the Burgundy Regional Council

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Jeannot Krecké, Minister of Economy and Foreign Trade

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Robert Goebbels, Commissioner General, Luxembourg Pavilion, World Expo 2010 Shanghai

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Serah Telefoní Retzlaff, First Lady

Tapusalaia Terry Toomata, Ambassador of the Independent State of Samoa to the People's Republic of China

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Abdul Salam Munir, Commercial Attaché, Embassy of the Islamic Republic of Afghanistan, Beijing

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Her Royal Highness Maha Chakri Sirinthorn, Princess

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Kasorn Pantu, Deputy Director, Thailand Pavilion, World Expo 2010 Shanghai

Kowit Wattana, Former Deputy Prime Minister, Minister of Interior and Commissioner General, Royal Thai Police Force

Manit Nopamornbodee, Member of the National Assembly and Former Deputy Minister of Health

Manoch Hengyodmak, Member of the National Assembly

Nawat Tohjarosuk, Member, Committee of Commerce and Intellectual Property, House of Representatives

Nipit Intharasombat, Minister of Culture

Phaichit Vibootanasarn, Director, Office of Commercial Affairs, Royal Thai Consulate General, Shanghai

Phontiya Nakhasai, Minister of Commerce

Piamsak Milintachinda, Ambassador of the Kingdom of Thailand to the People's Republic of China

Piroon Laismit, Consul General, Royal Thai Consulate General, Shanghai

Piroon Laismit, Consul General, Royal Thai Consulate General, Shanghai

Pok Muengjarenporn, Member of the National Assembly

Pornprapai Ganjanarintr, Deputy Director General, Department of International Economic Affairs

Portnep Siriwanarangsun, Inspector General, Ministry of Health

Prasobsook Boondech, President of the Senate

Prawit Wongsuwan, Minister of Defense

Pridiyathorn Devakula, Former Minister of Finance and Former Governor, Bank of Thailand

Purapat Vicitjindawatana, Member, Committee of Commerce and Intellectual Property, House of Representatives

Saranpat Anumatrajikj, Director, Thailand Pavilion, World Expo 2010 Shanghai

Sarawat Onnlamai, Member, Committee of Commerce and Intellectual Property, House of Representatives

Somchai Tingmitsu Jaroenchairit, Member, Committee of Commerce and Intellectual Property, House of Representatives

Somnuk Hengwanich, Member of the National Assembly

Songkitti Jaggabata, Chief of Defence Forces

Soravuth Neangjumnong, Member, Committee of Commerce and Intellectual Property, House of Representatives

Surun Chanpatska, Member, Committee of Commerce and Intellectual Property, House of Representatives

Vitat Tachaboon, Deputy Director General, Department of Social Development and Welfare, Ministry of Social Development and Human Security

Vorawoot Rojanaparnich, Chairman, Committee on Sports, Senate of the Kingdom of Thailand

Waraporn Amornvattanavong, Member of the National Assembly

KINGDOM OF THE NETHERLANDS
H. Onno Ruding, Former Minister of Finance

Karla Peijs, Queens Governor of the Province of Zeeland and Former Minister of Transport

LEBANESE REPUBLIC
Mohamad Hajjar, Ambassador of the Lebanese Republic to the People's Republic of China

MONGOLIA
Antonio Rufino, Consul General ad honorem of Mongolia, Palanca, Republic of the Philippines

Tuvden Ochirkhuu, Vice Minister of Finance

MONTENEGRO
Vatroslav Belan, Director, Montenegro Pavilion, World Expo 2010 Shanghai

NEW ZEALAND
Alan Young, Trade Commissioner, Beijing, New Zealand Trade and Enterprise

David Evans, Economic Counsellor, Ministry of Foreign Affairs and Trade

Dot Kettle, Chief Executive, Nelson Tasman Chamber of Commerce

Peter Townsend, Member, Board of Directors, New Zealand Trade and Enterprise

Tim Green, Director, China, New Zealand Trade and Enterprise

Helen Clark, Administrator, United Nations Development Program and Former Prime Minister

ORIENTAL REPUBLIC OF URUGUAY
Roberto Villamil, Commissioner General, Uruguay Pavilion, World Expo 2010 Shanghai

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
Bensalem Mohamed, Commissioner General, Algeria Pavilion, World Expo 2010 Shanghai

PEOPLE'S REPUBLIC OF BANGLADESH
Faruq Khan, Minister of Commerce

Ghulam Hussain, Secretary, Ministry of Commerce

Jalal Ahmed, Vice Chairman, Export Promotion Bureau, Ministry of Commerce

Mohammed Nazrul Islam, Member of Parliament and Commissioner General, Bangladesh Pavilion, World Expo 2010 Shanghai

Monoj Kumar Roy, Joint Secretary, Ministry of Commerce

Muhammad Musharraf Hossain Bhuiyan, Vice Minister and Permanent Secretary, Ministry of Finance

Munshi Faiz Ahmad, Ambassador of the People's Republic of Bangladesh to the People's Republic of China

Saadat Husain, Chairman, Bangladesh Public Service Commission and Former Cabinet Secretary

Shahab Ullah, Vice Chairman, Export Promotion Bureau, Ministry of Commerce

PORTUGUESE REPUBLIC
Mário David, Member of the European Parliament and Vice President, European People's Party

PRINCIPALITY OF LIECHTENSTEIN
Claudia Fritsche, Ambassador of the Principality of Liechtenstein to the United States of America

Pio Schurti, Deputy Commissioner General, Liechtenstein Pavilion, World Expo 2010 Shanghai

PRINCIPALITY OF MONACO
Antonia Ivaldi, President, Association of Women Entrepreneurs of Monaco

Bernadette Monfort, Member of the National Council

Catherine Fautrier, Commissioner General, Monaco Pavilion, World Expo 2010 Shanghai

Fortune Aleta Ledesma, Consul General ad honorem of the Principality of Monaco, Makati City, Republic of the Philippines

Jean Pastorelli, Ambassador of the Principality of Monaco to the Republic of France

Yvan Crovetto, Director, Monaco Pavilion, World Expo 2010 Shanghai

REPUBLIC OF ANGOLA
Helen Ong, Consul General ad honorem of the Republic of Angola, Manila

Rui Manguera, Ambassador of the Republic of Angola to the United Arab Emirates

REPUBLIC OF ARMENIA
Armen Gichian, Head of Protocol to the President

Armen Movsisian, Minister of Energy and Natural Resources

Armen Sargsyan, Ambassador of the Republic of Armenia to the People's Republic of China

Artak Apitonian, Head, Office of External Relations, Administration of the President of the Republic of Armenia

Eduard Nalbandian, Minister of Foreign Affairs, Republic of Armenia

Nerses Yeritsyan, Commissioner General, Armenia Pavilion, World Expo 2010 Shanghai

Serzh Sargsian, President

Vigen Sargsyan, Deputy Chief of Staff to the President

REPUBLIC OF AUSTRIA
Franze Hiesl, Deputy Governor of the State of Upper Austria

Gianfranco Zoppas, Consul, City of Venice

REPUBLIC OF BULGARIA
Rene Ledesma, Consul ad honorem of the Republic of Bulgaria, Makati, Republic of the Philippines

REPUBLIC OF BURUNDI
Augustin Nsanze, Minister of External Relations and International Cooperation

REPUBLIC OF CAPE VERDE
Adelecia Pires, First Lady

Ana Pires Brito, Director, Protocol Office of the President

Joao Vieira, Commissioner General, Republic of Cape Verde Pavilion, World Expo 2010 Shanghai

Jorge Silva, First Secretary, Embassy of the Republic of Cape Verde, Beijing

Paulo Soares, Chairman, Land and Housing Corporation

Pedro Verona Pires, President

Sara Lopes, Minister of Environment, Agriculture, and Fisheries

REPUBLIC OF CHILE
Alejandro Foxley Tapia, Executive Director, Chile, Inter-American Development Bank

Hernán Somerville, Commissioner General, Chile Pavilion, World Expo 2010 Shanghai

REPUBLIC OF COLOMBIA
Alberto Araujo Merlano, Former Member of Congress and Former Consul General, Consulate General of the Republic of Colombia, Shanghai

Andres Pastrana Arango, Former President

Armando Zamora, Director, National Hydrocarbons Agency

Carlos Angulo, Principal, Universidad de los Andes

Francisco Santos Calderon, Vice President

Guillermo R. Velez Londono, Ambassador of the Republic of Colombia to the People's Republic of China

Gustavo Gaviria, Commissioner General, Colombia Pavilion, World Expo 2010 Shanghai

Hernán Martínez, Minister of Mines and Energy

Jaime Bermúdez Merizalde, Minister of Foreign Relations

Jorge Ivan Ospina Gomez, Mayor of the City of Cali

Luis Alfredo Ramos, Governor of the State of Antioquia

Marta Lucia Ramirez, Former Minister of Defense; Former Minister of Foreign Commerce; and Former Ambassador of the Republic of Colombia to the French Republic

Maximiliano Valderrama, Secretary of Development, State of Antioquia

Nicolas Lopez, Secretary of Mining, State of Antioquia

Paulina Perez, Director, International Department of Mining, State of Antioquia

REPUBLIC OF COSTA RICA
Maria Inés Solís Quirós, Director, Costa Rica Pavilion, World Expo 2010 Shanghai

REPUBLIC OF CÔTE D'IVOIRE
J. Antonio T. Carlos, Vice Consul, Consulate General of the Côte d'Ivoire, Makati City, Republic of the Philippines

Vicente Carlos, Consul ad honorem of the Côte d'Ivoire, Makati City, Republic of the Philippines

REPUBLIC OF CROATIA
Milan Bandic, Mayor of the City of Zagreb

REPUBLIC OF CYPRUS
Daphne C. Hutagalung, Director, Cyprus Pavilion, World Expo 2010 Shanghai

REPUBLIC OF ECUADOR
Jaime Estrada Bonilla, Mayor of the City of Manta

Jorge Hidalgo, Consul General, Consulate General of the Republic of Ecuador, Shanghai

REPUBLIC OF FINLAND
Tarja Halonen, President

Tuula Taskinen, General Secretary, Finland Rovaniemi Education Association

REPUBLIC OF GHANA
Peter Augustine Blay, Chief of Defense Staff

REPUBLIC OF GUATEMALA
Amelia Ablaza, Consul ad honorem of the Republic of Guatemala, Manila

Fernando Ricardo Luna Waldheim, Private Sector Liaison, Office of the President

Pedro Barnoya, Commissioner General, Guatemala Pavilion, World Expo 2010

REPUBLIC OF HAITI
Derex Pierre Louis, Member of the Senate and Vice President, Commission of Agriculture

Joseph Joel John, Member of the Senate

Moise Jean Charles, Member of the Senate and President, Agriculture Commission

Wencesclass Lambert, Member of the Senate and President, Foreign Affairs Commission

REPUBLIC OF HONDURAS
Sandra Mata, Director, Honduras Pavilion, World Expo 2010 Shanghai

REPUBLIC OF ICELAND
Gunnar Snorri Gunnarsson, Ambassador of the Republic of Iceland to the People's Republic of China

Hafliði Sævarsson, Director, Iceland Pavilion, World Expo 2010 Shanghai



Mahamouda Ahmed Gass, State Minister of Culture and Tourism

Solomon Ali, Director, Cultural Development and Cooperation Directorate, Ministry of Culture and Tourism

FEDERAL DEMOCRATIC REPUBLIC OF NEPAL
Naindra Prasad Upadhyaya, Consul General, Consulate General of the Federal Democratic Republic of Nepal, Lhasa

Puspha Kamal Dahal (Prachanda), Former Prime Minister

FEDERAL REPUBLIC OF GERMANY
Arnold Wallraff, President, Federal Office of Economics and Export Control

Dietmar Schmitz, Commissioner General, Germany Pavilion, World Expo 2010 Shanghai

Horst Frank, Mayor of the City of Constance, Baden-Württemberg

Lars Anke, Commissioner General, Hamburg Case Pavilion, World Expo 2010 Shanghai

Michael Luther, Member of the Bundestag

Peter Kreutzberger, Deputy Commissioner General, Germany Pavilion, World Expo 2010 Shanghai

Torsten Albig, Lord Mayor of the City of Kiel, Schleswig-Holstein

Urte Fechter, Director, Germany Pavilion, World Expo 2010 Shanghai

FEDERATION OF MALAYSIA
Abdul Khalid Ibrahim, Chief Minister, State of Selangor

Hreinn Pálsson, Consul General, Consulate General of the Republic of Iceland, Shanghai and Commissioner General, Iceland Pavilion, World Expo 2010 Shanghai

REPUBLIC OF INDIA
A.K. Patnaik, Justice, Supreme Court of India

A.K. Vasisht, Assistant Director General, Ministry of Agriculture

Abhishek Manu Singhvi, Member of the Rajya Sabha, Parliament of India

Deepak Singhal, Joint Secretary, Ministry of Chemicals and Fertilizers

H.K. Singh, Ambassador of the Republic of India to Japan

K. Deenabandu, Principal Secretary and Deputy Chief Minister, State of Tamil Nadu

M.K. Alagiri, Minister of Chemicals and Fertilizers

Magunta Sreenivasulu Reddy, Member of the House of the People, Parliament of India

Monika S. Garg, Joint Secretary, Ministry of Textiles

P.K. Dash, Joint Secretary, Ministry of Commerce and Industry

Rahul Chhabra, Deputy Chief of Mission, Embassy of the Republic of India, Beijing

Rajeev Ranjan, Principal Secretary, Industries Department, State of Tamil Nadu

Riva Ganguly Das, Consul General, Consulate General of the Republic of India, Shanghai

Uday Kumar Varma, Secretary, Ministry of Micro, Small and Medium Enterprises

REPUBLIC OF INDONESIA
Anwar Adnan Saleh, Governor of the Province of West Sulawesi

Dedy Supriadi Priatna, Vice Minister of Infrastructure Affairs

Djoko Suyanto, Coordinating Minister for Political, Legal and Security Affairs

Harry Warganegara, Director, Provincial Enterprises Department, Province of West Sulawesi

Imron Cotan, Ambassador of the Republic of Indonesia to the People's Republic of China

Mari Elka Pangestu, Commissioner General, Indonesia Pavilion, World Expo 2010 Shanghai

Pinky Sudarman, Deputy Director, Indonesia Pavilion, World Expo 2010 Shanghai

Tundjung Inderawan, Director General for Railways, Ministry of Transportation

REPUBLIC OF KAZAKHSTAN
Sansyzbay Yessilov, Deputy Secretary, Committee of Finance and Budget, Parliament of Kazakhstan

REPUBLIC OF KENYA
Geoffrey Majiwa, Mayor of the City of Nairobi

REPUBLIC OF KOREA
Enna Park, Minister Counsellor, Korean Mission to the United Nations

Hong Chang-Pyo, Director, China, Korea Trade Investment Promotion Agency

Jeong Hyeong Wook, Director General, Security Office, World Expo 2012 Yeosu Korea Organization Committee

Kim Jeong Kee, Consul General, Consulate General of the Republic of Korea, Shanghai

Kim Woon Tae, Deputy Director, Korea Pavilion, World Expo 2010 Shanghai

Ko Suk-Man, Executive Director, Expo 2012 Korea Organizing Committee

Kyu-Sik Kim, Executive Director, South Korea Enterprise Pavilion, World Expo 2010 Shanghai

REPUBLIC OF LATVIA
Ieva Lace, Director, Latvia Pavilion, World Expo 2010 Shanghai

Robert Stefaekis, Deputy Commissioner General, Latvia Pavilion, World Expo 2010 Shanghai

REPUBLIC OF LITHUANIA
Indre Kumpikeviciute, Director, Lithuania Pavilion, World Expo 2010 Shanghai

REPUBLIC OF MACEDONIA
Metodij Hadzi-Vaskov, Commissioner General, Macedonia Pavilion, Shanghai World Expo 2010

REPUBLIC OF MONTENEGRO
Filip Vujanovid, President

REPUBLIC OF MOZAMBIQUE
C.T. Ho, Honorary Consul, Republic of Mozambique, Hong Kong

Zeferino Martins, Minister of Education

REPUBLIC OF NIGER
Zada Mariama, Secretary General for Industry and Promotion of Young Entrepreneurs, Ministry of Commerce

REPUBLIC OF PANAMA
Virgilio Sosa, Commissioner General, Panama Pavilion, World Expo 2010 Shanghai

REPUBLIC OF PARAGUAY
Hugo Rafael Cáceres, Executive Director, Paraguay, Inter-American Development Bank

Wei Hong Ding, Commissioner General Adjunct, Paraguay Pavilion, World Expo 2010 Shanghai

REPUBLIC OF PERU
Alberto Massa, Consul General, Consulate General of the Republic of Peru, Shanghai

Guzman Aguirre Altamirano, Mayor, District of Chimbote

Harold Forsyth Mejia, Ambassador of the Republic of Peru to the People's Republic of China

Jesus Wu, Former Ambassador of the Republic of Peru to the People's Republic of China

Juan Valdivia Romero, Executive Director, Peru, Inter-American Development Bank

Luis Giampietri, Vice President

Luis Valdivieso, Ambassador of the Republic of Peru to the United States of America and Former Minister of Economy and Finance

Mayu Hume, Former Vice Minister of Commerce

Roberto Dahino, Former Ambassador of the Republic of Peru to the United States of America

REPUBLIC OF POLAND
Grazyna Godlewska-Lysiak, Vice Consul General, Consulate General of the Republic of Poland, Shanghai

Grazyna Henclewska, Undersecretary of State, Ministry of Economy

Slawomir Majman, Commissioner General, Poland Pavilion, World Expo 2010 Shanghai

REPUBLIC OF SAN MARINO
Angelo Vicini, President, National Olympic Committee, San Marino

Marica Mazzotti, Director, San Marino Pavilion, World Expo 2010 Shanghai

REPUBLIC OF SERBIA
Vanja Vukic, Deputy Chief of Staff, Minister of Internal Affairs

REPUBLIC OF SINGAPORE
Ang Choo Pin, Vice Consul, Consulate General of the Republic of Singapore, Shanghai

Aw Kah Peng, Chief Executive Officer, Singapore Tourism Board

Cheong E-Yan, Deputy Director, Singapore Pavilion, World Expo 2010 Shanghai

Chin Siat Yoon, Ambassador of the Republic of Singapore to the People's Republic of China

Kishore Mahbubani, Dean, Lee Kuan Yew School of Public Policy, National University of Singapore; Former Permanent Secretary, Ministry of Foreign Affairs; and Former Ambassador of the Republic of Singapore to the United Nations

Lee Seow Hiang, Chief Executive Officer, Changi Airport Group

Melissa Ow, Assistant Chief Executive, Singapore Tourism Board

Ong Eng Chuan, Director, Ministry of Foreign Affairs

Ow Fook Chuen, Director, Industry Division, Ministry of Trade

Ow Foong Pheng, Permanent Secretary, Ministry of Trade and Industry

Poh Choon Ann, Vice-Chairman, China Business Group, Singapore Business Federation

Ronnie Tay, Chief Executive Officer, Infocomm Development Authority Of Singapore and Former Chief of Navy

Sellapan Ramanathan, President

Tan Soo Khoon, Ambassador of the Republic of Singapore to the Czech Republic and Former Speaker of the Parliament

Tan Tony Keng Yam, Former Deputy Prime Minister and Executive Director, Government of Singapore Investment Corporation

Tang See Chim, Former Deputy Speaker of the Parliament

Yip Wei Kiat, Consul General, Consulate General of the Republic of Singapore, Shanghai

REPUBLIC OF SLOVENIA
Borut Pahor, Prime Minister

Linda Belina, Director, Slovenia Pavilion, World Expo 2010 Shanghai

Tanja Tamse Dedic, Deputy Director, Slovenia Pavilion, World Expo 2010 Shanghai

REPUBLIC OF SOUTH AFRICA
Buyelwa Patience Sonjica, Minister of Water and Environmental Affairs

Cyril Ramaphosa, Former Secretary General, African National Congress

Derek Andre Hanekom, Deputy Minister of Science and Technology

Grace Khoza, Director, South Africa Pavilion, World Expo 2010 Shanghai

Nokuthula Sikakane, Chairperson, Gauteng Provincial Legislature

Sisa Ngombane, Deputy Director-General, Asia and the Middle East, International Relations and Cooperation Department

REPUBLIC OF SURINAME
Ramon Abrahams, Minister of Public Works

REPUBLIC OF THE CONGO
Eugène Ngangoue, Counselor to the President, Department of Industry and Promotion of the Private Sector

Maurice Metala, Director, Congo Pavilion, World Expo 2010 Shanghai

Yves Ickonga, Technical Counselor to the President

REPUBLIC OF THE GAMBIA
Agnes Huibonhoa, Consul General ad-honorem of the Republic of The Gambia, Manila

REPUBLIC OF THE PHILIPPINES
Antonio Villamayor, Consul General, Consulate General of the Republic of the Philippines, Osaka

Avelino Cruz, Former Secretary of Defense

Carlos Chan, Special Envoy of the Republic of the Philippines to the People's Republic of China

Francisco L. Benedicto, Ambassador of the Republic of the Philippines to the People's Republic of China

REPUBLIC OF TRINIDAD AND TOBAGO
George Maxwell Richards, President

REPUBLIC OF TURKEY
Murat Karakaya, News Director, Office of the Prime Minister

Murat Ulku, Consul General, Consulate General of the Republic of Turkey, Shanghai

Sencar Ozsoy, Commissioner General, Turkey Pavilion, World Expo 2010 Shanghai

Suat Tunc, Director, Turkey Pavilion, World Expo 2010 Shanghai

REPUBLIC OF ZAMBIA
Luis I. Ablaza, Jr., Consul General ad-honorem of the Republic of Zambia, Quezon City, Republic of the Philippines

ROMANIA
Dan Simion, Head, Office for Commercial and Economic Promotion

Florin Tacu, Consul General, Consulate General of Romania, Shanghai

Sergio Ortiz-Luis, Jr., Consul General ad-honorem of Romania, Manila

RUSSIAN FEDERATION
Alina Radchenko, Head of Administration, Civic Chamber of the Russian Federation

Anton Kobiakov, Department Head, Presidential Foreign Policy Directorate

Evgeniy Tomihin, Deputy Ambassador of the Russian Federation to the People's Republic of China

Magomed Musaev, Presidential Advisor on Exhibition Activities

Sergey Vykhukholev, Deputy Editor-in-Chief, RIA Novosti

Stanislav Aleksandrovich Naumov, Deputy Minister, Ministry of Industry and Trade

Viktor Kapkanschikov, First Deputy Chairman, Amur Region

Yevgeny Maksimovich Primakov, Former Prime Minister; Former Minister of Foreign Affairs; and President, Russian Chamber of Commerce and Industry

SOCIALIST REPUBLIC OF VIETNAM
Bach Van Moon, Director General, Competition Administration, Ministry of Industry and Trade

STATE OF ISRAEL
Amir Latif, Deputy Consul General, Consulate General of the State of Israel, Shanghai and Deputy Director, Israel Pavilion, World Expo 2010 Shanghai

Amos Nadai, Ambassador of the State of Israel to the People's Republic of China

Daniel Ayalon, Deputy Minister of Foreign Affairs

Dany Halutz, Former Chief of Staff, Israel Defense Forces

Ehud Olmert, Former Prime Minister and Former Mayor of Jerusalem

Jackie Eldan, Consul General, Consulate General of the State of Israel, Shanghai

Jacob Kachlon, Deputy Mayor, City of Jerusalem

Michael Oren, Ambassador of the State of Israel to the United States of America

Nitzan Horowitz, Member of the Knesset

Ruth Kahanov, Deputy Director for Asia and the Pacific, Ministry of Foreign Affairs

Shmuel Yogeve, Minister, Regional Administration, Embassy of the State of Israel, Bangkok

Yaffa Ben Ari, Deputy Commissioner General, Israel Pavilion, World Expo 2010 Shanghai

Yitzhak Herzog, Minister of Welfare and Social Services

STATE OF QATAR
Abdulla A. Al-Abdulla, Member, Qatar Pavilion Committee, Shanghai World Expo 2010

Mohammed Saeed Al-Blouchi, Director, Qatar Pavilion, World Expo 2010 Shanghai

SULTANATE OF OMAN
Malik bin Fahmi Al Hinai, Director, Oman Pavilion, World Expo 2010 Shanghai

Maqbul bin Ali bin Sultan, Minister of Commerce

Nawaf Juma, Director, Oman Pavilion, World Expo 2010 Shanghai

Sayyid Badr Hamad Bin Hamoud Al Busaidi, Secretary General, Ministry of Foreign Affairs

SWISS CONFEDERATION
Laurent Wehrli, Mayor of the City of Montreux

SYRIAN ARAB REPUBLIC
Issam Eldebs, Consul ad-honorem of the Syrian Arab Republic, Manila

TAIWAN
Angela Chang, Executive Director, Taiwan Pavilion, World Expo 2010 Shanghai

Bai Xiuxiong, Former Vice Mayor of the City of Taipei

Chen Li, Former Minister of National Defense and Former Minister of Economic Affairs

Gao Huixue, Former Director General, Industrial Development Bureau, Ministry of Economic Affairs

Hui Li Chiu, Director, Taiwan Pavilion, World Expo 2010 Shanghai

Peter Huang, Director, Taipei Case Pavilion, World Expo 2010 Shanghai

Song Chuyu, President, People First Party

Walter Yeh, President, Taiwan Pavilion, World Expo 2010 Shanghai

Xu Junchen, Economic Adviser and Former Vice President of General Motors, China

Zheng Jinzhou, Chairman, Taiwan Sports Association

TOGOLESE REPUBLIC
Eloi Kokou Noutchet, Executive Director, Togo Pavilion, World Expo 2010 Shanghai

UKRAINE
Oscar C. de Venecia, Consul General ad-honorem of Ukraine, Manila

UNION OF BURMA
Khin Htay Kywe, Chief Representative, Burma Pavilion, World Expo 2010 Shanghai

Tin Aung Myint Oo, Lieutenant General and First Secretary of the State Peace and Development Council

U Nyan Htun, Deputy Minister, Ministry of Construction, State Peace and Development Council

Win Myint, Deputy Minister, Ministry of Electric Power

UNITED ARAB EMIRATES
Abdulla Al Aidarous, Deputy Commissioner General and Director, United Arab Emirates Pavilion, World Expo 2010 Shanghai

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND
David Martin, Deputy Director, UK Pavilion, World Expo 2010 Shanghai

Lorna Miles, Director, UK Pavilion, World Expo 2010 Shanghai

Louise Colwell, Consul for Trade and Investment, Consulate General of the United Kingdom of Great Britain and Northern Ireland, Shanghai

UNITED MEXICAN STATES
Antonio Vivanco Casamadrid, Advisors' Coordinator, Cabinet of the President

Bruno Ferrari Garcia de Alba, Former President and Chief Executive Officer, ProMéxico

Carlos Lozano de la Torre, Governor of the State of Aguascalientes

Cecilia Ramos, Executive Director, Mexico, Inter-American Development Bank

Eduardo Seldner Avila, Commissioner General, Mexico Pavilion, World Expo 2010 Shanghai

Emilio Gonzalez Marquez, Governor of the State of Jalisco

Gloria Guevara Manzo, Minister of Tourism

Manuel Sánchez, Deputy Governor, Banco de México

Miguel Barrio, Consul General, Consulate General of the United Mexican States, Shanghai

Sami David, Senator from the State of Chiapas

UNITED NATIONS
Abdul G. Koroma, Justice, International Court of Justice

Awni Behnam, Assistant Secretary-General, United Nations Department of Economic and Social Affairs and Commissioner General, United Nations Pavilion, World Expo 2010 Shanghai

Dimitri Kerkentzes, Technical Adviser, Bureau of International Expositions

Frederick Russell-Rivoallan, Bureau of Strategic Planning, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Hans d'Orville, Assistant Director General for Strategic Planning, United Nations Educational, Scientific and Cultural Organization

Michael Adlerstein, Assistant Secretary General and Executive Director, United Nations Capital Master Plan

Mohan Peck, Senior Sustainable Development Officer, United Nations Department of Economic and Social Affairs

Norman Girvan, Personal Representative to the Secretary General on the Guyana-Venezuela Border Controversy and Former Secretary General of the Association of Caribbean States

Supachai Panitchpakdi, Secretary General, United Nations Conference on Trade and Development

UNITED REPUBLIC OF TANZANIA
Matilda S. Masuka, First Secretary, Embassy of the United Republic of Tanzania, Beijing

Samuel Billy Mvingria, Director, Tanzania Trade Authority

i Appointed Ambassador of Barbados to the Bolivarian Republic of Venezuela on July 28th, 2010.

ii Appointed Minister of State for Building Code Renewal on October 25th, 2010.

iii Preceded by Yutaka Yokoi.

iv Succeeded by Hiroyasu Izumi.

v Upon the election to the Presidency of Juan Manuel Santos Calderón, was succeeded by Angelino Garzón.

vi Upon the election to the Presidency of Juan Manuel Santos Calderón, was succeeded by Carlos Rodado Noriega.

vii Upon the election to the Presidency of Juan Manuel Santos Calderón, was succeeded by Maria Angela Holguin Cuellar.

viii Has been succeeded by Edna Molewa.

NOTABLE FOREIGN GOVERNMENTAL VISITORS TO THE USA PAVILION
HEADS OF STATE AND GOVERNMENT
SERZH SARGSIAN
President
Republic of Armenia

PEDRO VERONA PIRES
President
Republic of Cape Verde

TARJA HALONEN
President
Republic of Finland

FILIP VUJANOVIC
President
Republic of Montenegro

SELLAPAN RAMANATHAN
President
Republic of Singapore

BORUT PAHOR
Prime Minister
Republic of Slovenia

GEORGE MAXWELL RICHARDS
President
Republic of Trinidad and Tobago

ROYALTY
HIS ROYAL HIGHNESS MANSUR BIN MITIB BIN ABD AL-AZIZ AL SAUD
Minister of Municipal and Rural Affairs
Kingdom of Saudi Arabia

HIS HIGHNESS SULTAN BIN BANDAR BIN MOHAMMAD AL-SAUD
Prince
Kingdom of Saudi Arabia

HER ROYAL HIGHNESS MAHA CHAKRI SIRINDHORN
Princess
Kingdom of Thailand

FORMER HEADS OF STATE AND GOVERNMENT
PUSPHA KAMAL DAHAL (PRACHANDA)
Former Prime Minister
Federal Democratic Republic of Nepal

HELEN CLARK
Administrator, United Nations Development Program and Former Prime Minister
New Zealand; United Nations

ANDRES PASTRANA ARANGO
Former President
Republic of Colombia

JEAN-PIERRE RAFFARIN
Former Prime Minister
Republic of France

YEVGENY MAKSIMOVICH PRIMAKOV
Former Prime Minister and Minister of Foreign Affairs, and President, Russian Chamber of Commerce and Industry
Russian Federation

EHUD OLMERT
Former Prime Minister and Mayor of Jerusalem
State of Israel

VICE HEAD OF STATE OR GOVERNMENT VISITS
MISA TELEFONI RETZLAFF
Deputy Prime Minister and Minister of Finance
Independent State of Samoa

MUHAMMED BIN MUBARAK AL KHALIFA
Deputy Prime Minister
Kingdom of Bahrain

FRANCISCO SANTOS CALDERON
Vice President
Republic of Colombia

LUIS GIAMPIETRI
Vice President
Republic of Peru

MINISTERIAL-LEVEL VISITS
MAXINE PAMELA OMETAK MCCLEAN
Minister of Foreign Affairs and Foreign Trade
Barbados

RICHARD SEALY
Minister of Tourism
Barbados

PETER VAN LOAN
Minister of International Trade
Canada

JOHN COLLIN MCINTYRE
Minister of Employment, Trade, Industry and Diaspora Affairs
Commonwealth of Dominica

EDDY MARTÍNEZ MANZUETA
Minister and Executive Director, Center for Export and Investment, and Commissioner General, Dominican Republic Pavilion, World Expo 2010 Shanghai
Dominican Republic

FRANCISCO JAVIER GARCIA
Minister of Tourism
Dominican Republic

ABIY AHMED
Minister of Information Security
Federal Democratic Republic of Ethiopia

MAHAMOUDA AHMED GASS
State Minister of Culture and Tourism 1
Federal Democratic Republic of Ethiopia

NG YEN YEN
Minister of Tourism
Federation of Malaysia

JEANNOT KRECKÉ
Minister of Economy and Foreign Trade
Grand Duchy of Luxembourg

ANWAR UL-HAQ AHADY
Minister of Commerce and Industry
Islamic Republic of Afghanistan

IBRAHIM ABD AL-AZIZ AL-ASSAF
Minister of Finance
Kingdom of Saudi Arabia

AMNUAY VIRAVAN
Former Deputy Prime Minister and Minister of Finance
Kingdom of Thailand

CHAWARAT CHANWIRAKUN
Minister of Interior
Kingdom of Thailand

CHINNAWON BOONYAKIAT
Minister of Education
Kingdom of Thailand

KOWIT WATTANA
Former Deputy Prime Minister, Minister of Interior and Commissioner General, Royal Thai Police Force

KINGDOM OF THAILAND
NIPIT INTHARASOMBAT
Minister of Culture
Kingdom of Thailand

PHONTIWA NAKHASAI
Minister of Commerce
Kingdom of Thailand

PRAWIT WONGSUWAN
Minister of Defense
Kingdom of Thailand

SONGKITTI JAGGABATARA
Chief of Defence Forces
Kingdom of Thailand

FARUQ KHAN
Minister of Commerce
People's Republic of Bangladesh

ARMEN MOVSISIAN
Minister of Energy and Natural Resources
Republic of Armenia

EDUARD NALBANDIAN
Minister of Foreign Affairs,
Republic of Armenia

AUGUSTIN NSANZE
Minister of External Relations and International Cooperation
Republic of Burundi

SARA LOPES
Minister of Environment, Agriculture, and Fisheries
Republic of Cape Verde

ARMANDO ZAMORAS
Director, National Hydrocarbons Agency
Republic of Colombia

PONGSAK ANGKASITH
President, Chiang Mai University
Kingdom of Thailand

PRASERT BOONSAMPHAN
Chairman, PTT Public Company
Kingdom of Thailand

ROB STEELE
Secretary General, International
Organization for Standardization
Swiss Confederation

ROGER FEDERER
Professional Tennis Player
Swiss Confederation

SERGE LAMIELE
Chief Executive Officer,
Neumann International
French Republic

SHOICHIRO TOYODA
Honorary Chairman, Toyota
Japan

SUMET JIARAVANON
Executive Chairman,
Charoen Pokhand Group
Kingdom of Thailand

WAHEED ALLI
Chairman, Choron and Peer, House of Lords
United Kingdom of Great Britain
and Northern Ireland

WANG ZHIGANG
Chairman, Taipei World Trade Centre
Taiwan

XIMENA NAVARRETE
Miss Universe
United Mexican States

YUN YONG RO
President, Industrial Bank of Korea
Republic of Korea

**OTHER CHINESE NOTABLE VISITORS
TO THE USA PAVILION
AT THE SHANGHAI EXPO**
Chen Hong, Actress

Chen Kaige, Film Director

Zhang Yuqi, Actress

Zhou Xun, Actor and Singer

**UNIVERSITY/THINK TANK LEADERS AT
THE PRESIDENT, VICE PRESIDENT AND
PARTY SECRETARY LEVEL**
Cai Jinbiao, Vice President, Chinese
People's Institute of Foreign Affairs

Chan Yuk Shee, President, Lingnan University

Geng Xihua, President, Qingdao
Technological University

Gong Ke, President, Tianjin University

Hu Lingwei, Vice President, Shanghai
Institute of East Asia Studies

Huang Taiyan, Vice President,
Wuhan University

Jiang Haishan, Vice President, China
Executive Leadership Academy Pudong

Jiang Qianlin, President, Nanjing
Institute of Politics

Li Zhendong, Vice President,
Donghua University

Lu Hongjun, President, Shanghai
Institute of International Finance

Ou Jinping, President, Dalian
University of Technology

Sun Dalin, Deputy Party Secretary,
Jiaotong University

Sun Haiming, President, Shanghai
Institute of Foreign Trade

Wu Dan, Vice President, Shanghai
Jiaotong University

Wu Kemin, Party Secretary, Shanghai
Institute of Foreign Trade, CPC Committee

Xue Huanbai, Vice President,
Renmin University

Xue Yunzhou, Party Secretary,
Shandong Jianzhu University

Zhang Laibin, President, China
University of Petroleum

Zhang Lixi, Chancellor, China
Women's University

MEDIA
Bai Yansong, CCTV anchor

Chai Jing, CCTV anchor

Chen Weihong, Host, CCTV-2

Chen Linchun, Deputy Director, Culture
and Entertainment Center, CCTV

Fang Yihua, Chief Executive Officer of TVB
(Hong Kong Television Broadcasts Limited)

Jiang Longhua, Deputy
Director, People's Daily

Li Ruigang, President, Shanghai Media Group

Li Meiyiing, 21st Century Herald

Li Zhiping, Chairman and
President, Eastday.com

Liu Changle, Chairman, Phoenix TV

Ma Yong, Director, News Department, CCTV

Pan Xiaoli, News Anchor,
International Channel, Shanghai

Qiu Liben, Editor-in-Chief, Asia Weekly

Wang Kailin, Deputy Director,
CCTV News Centre

Yan Xiaoming, Channel Director,
CCTV, Channel 6

Yang Lan, Host, Interview with Yang Lan

Yue Sai Kan, Chinese American
Television personality

Zhou Jun, Host, CCTV's Art Life program

China Council for
the Promotion of International Trade

Wan Jifei, Chairman, China Council for
the Promotion of International Trade

Zhang Wei, Vice Chairman, China Council
for the Promotion of International Trade

CORPORATE LEADERSHIP
Allan Zemen, Chairman, Lan Kwai Fong
Holdings; Chairman, Ocean Park Hong
Kong; and Vice Chairman, Wynn Macau

Bin Geng, President, China
Everbright Trading Co

Chen Zhuolin, Chairman, Board of
Directors, Agile Property Holdings

Ding Fuyuan, Party Secretary,
China Vanke Co., Ltd.

Ding Wu hao, President & CEO, 361 Sports

Dou Jianzhong, Chief Executive Officer, CITIC

Fan Dazhi, President, Huaxia Bank

Fang Xiangming, Vice President,
China Aerospace Science and
Technology Corporation

Fang Yihua, Chief Executive Officer of TVB
(Hong Kong Television Broadcasts Limited)

Gan Guo Ping, President, China
Private Sector Association

Gao Ziming, President,
Shenzhen Energy Group

Yang Jiemian, President, Shanghai
Institute for International Studies

Yang Yuliang, President, Fudan University

Yuan Peng, Director General, Institute
for American Studies, China Institute of
Contemporary International Relations

Zhai Zhixi, Deputy Party Secretary,
China Agricultural University

Zhang Jishun, Chancellor, East
China Normal University

Hu Huaibang, Chairman, Bank
Of Communications

Hu Maoyuan, Chairman, Shanghai
Automotive Industry Corporation

Jerry T. Wu, President, JLT Capital
and Member, Hsieh Feng Group

Ken Yeung, Chief Executive Officer
and Executive Director, TOM Group

Kenneth Ting, Chairman, Kader
International Company

Li Jun, Chairman of the Board of
Supervisors, Bank of China

Li Yue, CEO, China Mobile

Lim Cheng Teck, CEO (China)
Standard Chartered Bank

Lo Ka Shui, Chairman, Great Eagle
Holdings; Director, The Hong Kong
Shanghai Banking Corporation; and
Non-Executive Director, China Mobile

Lu Haihu, Chairman, Shanghai
International Port Group

Luan Jun, Deputy General Manager,
State Grid Corporation

Niu Gengsheng, Chairman and
Founder, Mengniu Dairy Group

Ronnie C. Chan, Chairman, Hang Lung Group

Tan Zuojun, President, China State
Shipbuilding Corporation

Tong Fuyao, Vice President, Lenovo Group

Wang Hou, Former General Manager,
China Railway Construction Corporation

Wang Junjin, Chairman, Juneyao Group

Wang Shi, Chairman, China Vanke Co., Ltd.

Wang Yincheng, Chief Executive Officer,
PICC Property and Casualty Company

Wu Hai, Vice President, ZTE Corporation

Wu Jian, Chairman, Huaxia Bank

Wu Kesong, Vice Chairman, Board
of Directors, Haier Company

Xia Jun, Chairman, International
Water Resources Association

Xiao Tongyou, Chairman of the Board,
Nanjing Iron and Steel United Co., Ltd

Xing Ming, Chief Executive
Officer, Hainan Tianya Online Network
Technology Company

Xu Lejiang, Chairman, Baosteel Group

Yang Yuanqing, Chief Execu-
tive Officer, Lenovo

Yu Guangyao, President, Shanghai
Shentong Metro Group

Yu Liang, President, China Vanke Co., Ltd.

Zhang De'An, President, Shanghai
Yongda (Group) Company

Zhang Furong, President,
Construction Bank of China

Zhang Yue, Broad Air Conditioning
CEO and Chairman

Zhang Yujun, President,
Shanghai Stock Exchange

Zheng Jie, Vice President for China Mobile

Zhou Xin, Chairman, E-House China Holdings

Zhu Guang, Vice Manager, Baidu

Zou Kailiang, Former Chairman,
Kweichow Moutai

**STATE COUNCIL MINISTRIES AND
ORGANIZATIONS VISITORS
TO THE USA PAVILION**
Liu Yandong
Member, Politburo; Member, 17th
CPC Central Committee; State
Councillor, State Council

Wang Qishan
Member, Politburo; Member, 17th CPC Cen-
tral Committee; Vice Premier, State Council

Han Changfu
Minister, Ministry of Agriculture

Li Yizhong
Minister, Ministry of Industry and
Information Technology

Meng Jianzhu
Member, 17th CPC, Central Committee;
Minister, Ministry of Public Security;
State Councillor, State Council

Chen Dawei
Vice Minister, Ministry of Housing
and Urban Rural Development

Chen Xunqu
Vice Minister, Ministry of Justice

Cui Tiankai
Vice Minister, Ministry of Foreign Affairs

Feng Zhenglin
Vice Minister, Ministry of Transportation

He Xian
Vice Minister, Ministry of Human
Resources and Social Security

Li Ganjie
Vice Minister, Ministry of Environmental
Protection and Bureau Chief, Nuclear Safety

Li Hongfeng
Vice Minister, Central Discipline
Inspection Commission, Discipline
Inspection Group, Ministry of Culture

Li Wei
Vice Minister, State-owned Assets
Supervision and Administration Commission

Ma Xiuhong
Vice Minister, Ministry of Commerce

Niu Dun
Vice Minister, Ministry of Agriculture

Ouyang Jian
Vice Minister, Ministry of Culture

Sun Baoshu
Executive Vice Minister, Ministry of
Human Resources and Social Security

Wang Wenzhang
Vice Minister, Ministry of Culture

Yang Shiqiu
Party Secretary, State Administration of
Civil Service; Vice Minister, Ministry of
Human Resources and Social Security

Zhang Sujun
Vice Minister, Ministry of Justice

Huang Shuhe
Vice Chairman, State Owned Assets
Supervision and Administration

Shang Fulin
Chairman, China Securities
Regulatory Commission

Sun Qian
Vice Procurator General, Supreme
People's Procuratorate

Sun Shoushan
Vice Director General, General Administra-
tion of China Press and Publication

Tian Jin
Vice Director, State Administration
of Radio, Film, and Television

Wang Xiaoyi
Deputy Administrator, State
Administration of Foreign Exchange

Qian Qichen
Former Vice Premiere; Former
State Councillor

Wang Guangtao
Former Minister, Ministry of Housing
and Urban Rural Development

Hao Shaocheng
Former Deputy Director, State
Taxation Administration

Liu Shanzai
Former Deputy Minister,
Ministry of Commerce

Lu Jiang
Former Vice Minister, Ministry of Supplies

Zhou Keren
Former Vice Minister, Foreign Trade
and Economic Cooperation

Zhou Wenzhong
Former Ambassador of the People's
Republic of China to the United States;
Former Vice Foreign Minister

NOTABLE U.S. VISITORS
Adam Silver, Deputy Commissioner
and Chief Operating Officer,
National Basketball Association

Adrian Bellamy, Chairman, Williams
Sonoma; Chairman, Reckitt Benckiser;
and Member, Board of Directors, Gap

Adrien Brody, Actor and
Academy Award Winner

Andrew Bird, Chairman, Walt
Disney International

Anna Sui, Fashion Designer

Barney Harford, Chief Executive Officer
and President, Orbitz Worldwide

Barry Diller, Chairman and Chief Executive
Officer, IAC; Chairman, Expedia; and
Chairman, Live Nation Entertainment

Barry Salzberg, Chief Executive
Officer, Deloitte

Bill Marriott, Chairman and Chief
Executive Officer, Marriott International

Bill Roedy, Chairman and Chief Executive
Officer, MTV Networks International

Brian Fetherstonhaugh, Chairman and
Chief Executive Officer, OgilvyOne Worldwide

Claire Danes, Actor and
Golden Globe Winner

Colleen Goggins, Executive Chairman,
Johnson & Johnson Consumer
Group of Companies

David Henry Hwang, Playwright
and Tony Award Winner

David J. Gross, Professor, University
of California at Santa Barbara and
Nobel Laureate, Physics

David Novak, Chairman, Chief Executive
Officer, and President, Yum! Brands

David R. Anderson, President,
St. Olaf College

David West, Chief Executive Officer and
President, The Hershey Company

Derek Fisher, Player, National
Basketball Association

Diane Von Furstenberg, Fashion Designer

Dinesh C. Paliwal, Chairman, Chief
Executive Officer and President,
Harman International Industries

Doug McMillon, Chief Executive Officer
and President, Walmart International

Duncan Niederauer, Chief Executive
Officer , NYSE Euronext

Elizabeth Stroble, President,
Webster University

Ellen J. Kullman, Chairman and Chief
Executive Officer, DuPont

Fabrizio Freda, President and Chief Executive
Officer, The Estée Lauder Companies

Ferdinando Beccali-Falco, Chief
Executive Officer and President,
General Electric International

Halle Berry, Actor, Academy Award Winner
and Golden Globe Award Winner

Jeffrey D. Sachs, Director of The Earth
Institute, Quetelet Professor of Sustainable
Development and Professor of Health
Policy and Management, Columbia
University and Special Adviser to the
United Nations Secretary General on
the Millenium Development Goals

Jack Smith, Former Chairman and Chief
Executive Officer, General Motors Company

Jan Michiel, Hessels Chairman,
NYSE Euronext

Jeffrey Immelt, Chairman and Chief Execu-
tive Officer, The General Electric Company

Jerome Peribere, President and Chief
Executive Officer, Dow Advanced
Materials, The Dow Chemical Company

Jerry Frankel, Theater Producer
and Tony Award Winner

Jim Quigley, Global Chief Executive
Officer, Deloitte Touche Tohmatsu

Jim Turley, Chairman and Chief
Executive Officer, Ernst and Young

John Chambers, Chief Execu-
tive Officer, Cisco

John Chidsey, Executive Chairman and
Chief Executive Officer, Burger King

John Peace, Chairman, Standard
Chartered Bank

John Strangfeld, Chairman and Chief
Executive Officer, Prudential Financial

John Wren, Chief Executive Officer
and President, Omnicom Group

Kevin Durant, Player, National
Basketball Association

Kevin Garnett, Player, National
Basketball Association

Klaus Kleinfeld, Chairman and
Chief Executive Officer, Alcoa

Leslie H. Wexner, Chairman of the Board
and Chief Executive Officer, Limited Brands

Lew Frankfort, Chairman and Chief
Executive Officer, Coach

Makoto Fujimura, Artist and Appointee,
National Council of the Arts

Margery Kraus, Chief Executive Officer
and President, APCO Worldwide

Mary Cullinan, President,
Southern Oregon University

Mary Sue Coleman, President,
University of Michigan

Maya Lin, Artist; Member, American
Academy of Arts and Letters; and Recipi-
ent, National Medal of Arts

Michael Duke, Chief Executive Officer
and President, Walmart Stores

Michael Spence, Chairman, Commission
on Growth and Development; Professor
Emeritus, Management, Graduate School
of Business, Stanford University; and
Nobel Laureate, Economic Sciences

Morty Schapiro, President,
Northwestern University

Nani Beccalli, President and Chief Executive
Officer, General Electric International

Orit Gadiesh, Chairman, Bain and Company

Harry Connick Jr., Musician, Grammy
Award Winner, Tony Award Winner
and Emmy Award Winner

Herbert Kohler, Chairman and Chief
Executive Officer, Kohler Company

Herbie Hancock, Jazz Musician, Grammy
Award Winner and Academy Award Winner

Indra Nooyi, Chairman and Chief
Executive Officer, PepsiCo

J.W. Marriott, Chief Executive
Officer, Marriott International

Jack Smith, Former Chairman and Chief
Executive Officer, General Motors Company

Jan Michiel, Hessels Chairman,
NYSE Euronext

Jeffrey D. Sachs, Director of The Earth
Institute, Quetelet Professor of Sustainable
Development and Professor of Health
Policy and Management, Columbia
University and Special Adviser to the
United Nations Secretary General on
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Materials, The Dow Chemical Company

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and Tony Award Winner

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Officer, Deloitte Touche Tohmatsu

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Executive Officer, Ernst and Young

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tive Officer, Cisco

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Chief Executive Officer, Burger King

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Executive Officer, Prudential Financial

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and President, Omnicom Group

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Basketball Association

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and Chief Executive Officer, Limited Brands

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National Council of the Arts

Margery Kraus, Chief Executive Officer
and President, APCO Worldwide

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Southern Oregon University

Mary Sue Coleman, President,
University of Michigan

Maya Lin, Artist; Member, American
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and President, Walmart Stores

Michael Spence, Chairman, Commission
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Emeritus, Management, Graduate School
of Business, Stanford University; and
Nobel Laureate, Economic Sciences

Morty Schapiro, President,
Northwestern University

Nani Beccalli, President and Chief Executive
Officer, General Electric International

Orit Gadiesh, Chairman, Bain and Company

Ozomatli, Musicians and
Grammy Award Winners

Pamela Flaherty, Chief Executive Officer
and President, Citi Foundation

Patrick Lo, Chief Executive Officer, Netgear

Paul Jacobs, Chairman and Chief
Executive Officer, Qualcomm

Paul Jones, Chairman and Chief Executive
Officer, A.O. Smith Corporation

Peter T. Grauer, Chairman, Bloomberg

Quincy Jones, Musician, Grammy
Award Winner, Emmy Award Winner
and Kennedy Center Honoree

Rich Gelfond, Chief Executive
Officer, IMAX Corporation

Richard Townley, Chief Executive Officer
and President, AGI Healthcare Group

Richard Wurman, Creator and
Chairperson, TED Conferences

Rima Hussein Fakh, Miss USA

Robert A. Mundell, Professor of Economics,
Columbia University and Recipient,
Nobel Laureate, Economic Sciences

Robert De Niro, Actor and
Academy Award Winner

Robert Keegan, Former Chairman,
Goodyear Tire & Rubber Company

Robert McDonald, Chairman
and Chief Executive Officer, The
Procter & Gamble Company

Robert Milligan, Chairman, United
States Chamber of Commerce

Robert Shelton, President,
Arizona University

Ronald Machtley, President,
Bryant University

Sharon L. Allen, Chairman, Deloitte

Shing Tung Yau William Caspar Grauste,
Professor of Mathematics, Harvard
University, Fields Medal Winner, and
Wolf Prize Winner

Stephen Forest Angel, Chairman, Chief
Executive Officer, and President, Praxair

Thomas Donohue, Chief Executive
Officer and President, United States
Chamber of Commerce

Wendell P. Weeks, Chairman and
Chief Executive Officer, Corning

William Weldon, Chief Executive
Officer, Johnson & Johnson

**FEDERAL, STATE & CITY GOVERNMENT
VISITORS TO THE USA PAVILION
THE EXECUTIVE BRANCH**
**FORMER PRESIDENT, VICE PRESIDENT,
FIRST LADY**
Jimmy Carter, Former President of the
United States
Al Gore, Former Vice President of the
United States
Rosalynn Carter, Former First
Lady of the United States

CURRENT OFFICIALS
EXECUTIVE OFFICE OF THE PRESIDENT
THE WHITE HOUSE
Bessy Kong, Senior Policy Advisor, White
House Domestic Policy Council

Christina Tchen, Deputy Assistant to the
President; Director, White House Office of
Public Engagement; and Executive Director,
White House Council on Women and Girls

Christopher P. Lu, Assistant to the
President and Cabinet Secretary

Eugene Huang, Senior Advisor to
the Chief Technology Officer

Jeffrey Bader, National Security Council
Senior Director for Asian Affairs

Joan Rolf, Assistant Director for
International Relations Office of
Science and Technology Policy,
Executive Office of the President

John P. Holdren, Assistant to the
President for Science and Technology
and Director, White House Office of
Science and Technology Policy

Jon Carson, Chief of Staff, Council
on Environmental Quality

Michael Camunee, Special Counsel to
the President, Office of the White House
Counsel; Nominee, Assistant Secretary
for Market Access and Compliance,
U.S. Department of Commerce

Nancy Sutley, Chair, Council on
Environmental Quality

OFFICE OF MANAGEMENT AND BUDGET
Victoria Espinel, U.S. Intellectual
Property Enforcement Coordinator

DEPARTMENTS
CABINET LEVEL VISITORS
Gary Locke, Secretary of Commerce

Hillary Rodham Clinton, Secretary of State

Lisa P. Jackson, Environmental
Protection Agency Administrator

Ray LaHood, Secretary of Transportation

J. Wade Sheppard, Senior Advisor for
North Asia, Foreign Agricultural Service,

Janet Nuzum, Associate Administrator,
Foreign Agricultural Service

Jim Miller, Under Secretary, Farm
and Foreign Agricultural Services

Joan Hurst, China Desk Officer,
Foreign Agricultural Service

Scott Sindelar, Minister Counselor for
Agriculture, U.S. Embassy Beijing

DEPARTMENT OF COMMERCE
Albert Hsu, Chief Economist,
Import Administration

Cameron Kerry, General Counsel

Carleton Shephard, Special Assistant,
International Trade Administration

Courtney Gregoire, Director,
National Export Initiative

Ellen Moran, Chief of Staff, Office
of Secretary Gary Locke

Francisco J. Sánchez, Under Secretary
of Commerce for International Trade,
International Trade Administration

Joel B. Blank, Senior Attorney, Office of the
Chief Counsel for International Commerce

John D. McInerney, Chief Counsel
for Import Administration

Josh Wu, International Trade Specialist,
Office of the Chinese Economic Area

Justin R. Ehrenwerth, Counsel,
Office of the General Counsel

Roger Fisk, Director of
Scheduling and Advance

Sharon Barner, Deputy Under Secretary
for Intellectual Property and Deputy
Director, Patent and Trademark Office

Travis Sullivan, Director, Policy and Strategy

William M. Zarit, Minister Counselor
Commercial Affairs, U.S. Embassy Beijing

DEPARTMENT OF DEFENSE
25th Infantry Marching Band

Brad Kaplan, USPACOM, Deputy
Director, China Strategic Focus Group

David B. Dorman, USPACOM, Director,
China Strategic Focus Group

David Parker, USPACOM, Director,
Standing Joint Force Headquarters

John M. Figuerres, USPACOM, Director,
DPRK Strategic Focus Group

Marie Y. Schaefer, USPACOM,
Public Diplomacy Advisor

Rich Berry, USPACOM, Chief,
Private Public Partnership

DEPARTMENT OF ENERGY
David Blake Sandalow, Assistant Secretary
for Policy and International Affairs

William Brinkman, Director,
Office of Science

DEPARTMENT OF HOMELAND SECURITY
Bruce Gordon, Attaché Beijing,
Immigration and Customs Enforcement

Erik R. Barnett, Assistant Deputy Director,
Immigration and Customs Enforcement

Ivan K. Fong, General Counsel

John Morton, Assistant Secretary for
Immigration and Customs Enforcement

Luis Alvarez, Acting Assistant Director,
Immigration and Customs Enforcement

Suzanne Barr, Chief of Staff,
Assistant Secretary

Vincent Huang, Customs and
Border Protection Attaché

**DEPARTMENT OF HOUSING AND
URBAN DEVELOPMENT**
Ana Marie Argilagos, Deputy
Assistant Secretary for International and
Philanthropic Innovation

DEPARTMENT OF STATE
Anne-Marie Slaughter, Director
of Policy Planning

Arturo Valenzuela, Assistant Secretary
for Western Hemisphere Affairs

Beatrice Camp, Consul General, U.S.
Consulate General, Shanghai

Brian Goldbeck, Consul General, United
States Consulate General, Guangzhou

Cameron Hume, American Ambassador
to the Republic of Indonesia

Capricia Penavic Marshall, Chief of
Protocol of the United States

Daniel P. Erikson, Senior Policy Advisor,
Western Hemisphere Affairs

Elizabeth Frawley Bagley, Special
Representative for Global Partnerships

Huma Abiden, Deputy Chief of Staff

Jake Sullivan, Deputy Chief of Staff

Jon Huntsman Jr., American Ambassador
to the People's Republic of China

José H. Villarreal, U.S. Commissioner
General, World Expo 2010 Shanghai

Kris Balderston, Deputy for
Global Partnerships

Kurt Campbell, Assistant Secretary
for East Asian and Pacific Affairs

Lorraine Hariton, Special Representative,
Commercial and Business Affairs

Maura M. Pally, Acting Assistant
Secretary for the Bureau of Educational
and Cultural Affairs

Melanne Verveer, Special Envoy
for Global Women's Issues

Philippe Reines, Senior Advisor
for Public Affairs

Robert Goldberg, U.S. Charge d'Affairs
a.i. to the People's Republic of China

Robert Griffiths, Consul General Designate,
United States Consulate General, Shanghai

Robert Hormats, Under Secretary
for Economic Affairs

Sean Stein, Consul General Designate,
U.S. Consulate General Shenyang

Stephen Young, Consul General, United
States Consulate General, Hong Kong

Thomas Cooney, Deputy Commis-
sioner General, USA Pavilion

Tom Skipper, Minister Counselor for
Public Affairs, U.S. Embassy Beijing

William McIlhenny, Director, Western
Hemisphere Affairs, Office of Policy,
Planning and Coordination

William Weinstein, Minister Counselor for
Economic Affairs, U.S. Embassy Beijing

DEPARTMENT OF TRANSPORTATION
Joel Szabat, Deputy Assistant Secretary

Marlise Streitmatter, Deputy Chief of
Staff, Office of Secretary Ray LaHood

Maureen Knightly, Deputy
Director of Public Affairs

Roy Kienitz, Under Secretary for Policy

Susan Kurland, Deputy Assistant Secretary
for Aviation and International Affairs

DEPARTMENT OF THE TREASURY
Marissa Lago, Assistant Secretary for
International Markets and Development

Ron Bloom, Senior Counselor to the Presi-
dent for Manufacturing Policy and Senior
Advisor to the Secretary of the Treasury

Sharon Yuan, Deputy Assistant
Secretary for Trade and Investment

OTHER AGENCIES AND COMMISSIONS
COAST GUARD
Academy visit led by Charles Hatfield,
Commander and Associate Professor

CONSUMER PRODUCT
SAFETY COMMISSION
Alexander Joseph Filip, Deputy Director,
Office of Information and Public Affairs

Anne Northup, Commissioner

Christopher Robert Day, Director,
Office of Congressional Relations

Huiyi Sylvia Cao Chen, International
Programs Coordinator

Inez Tenenbaum, Chairman

Janell Mayo Duncan, Attorney,
Chairman's Office

Jerry DeWane, Deputy Assistant
Executive Director, Office of Hazard
Identification and Reduction

Kristina Mary Hatlelid, Directorate
for Health Sciences, Toxicologist

Mark Edward Kumagai, Director,
Division of Mechanical Engineering

Markham Chenoweth, Legal Advisor
to Commissioner Northup

Richard William O'Brien, Director,
Office of International Programs
and Intergovernmental Affairs

Susan Meredith Mallory, Legal Advisor
to Commissioner Northup

ENVIRONMENTAL PROTECTION AGENCY
Heidi Ellis, Office of the Administrator

Mark Kasman, Senior Advisor, Asia Pacific

Michelle DePass, Assistant Administrator
for International and Tribal Affairs

Scott Fulton, General Counsel

Seth Oster, Associate Administra-
tor for External Affairs and
Environmental Education/Press

Steve Wolfson, Senior Attorney,
Office of General Counsel

Tseming Yang, Deputy General Counsel

EXPORT-IMPORT BANK
OF THE UNITED STATES
Fred Hochberg, Chairman

FEDERAL AVIATION ADMINISTRATION
Dorothy Reimold, Acting Assistant
Administrator, International Aviation

Jerome R. Babbitt, Administrator

Patrick Power, Senior FAA
Administrator, North Asia

FEDERAL RESERVE BANKS
James Nelson, Senior Vice President,
Federal Reserve Bank of Chicago

Patrick Wilder, Assistant Vice President,
Federal Reserve Bank of Chicago

Sandra Pianalto, President, Federal
Reserve Bank of Cleveland

INTER-AMERICAN DEVELOPMENT BANK
Gustavo Arnavat, United States
Executive Director

NATIONAL AERONAUTICS AND SPACE
ADMINISTRATION
Ellen Baker, Astronaut

NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION
John L. Guiney, Chairperson, Experts
Team on Services and Products
Improvement, Eastern Region, National
Weather Service, National Oceanic
and Atmospheric Administration

NATIONAL SCIENCE FOUNDATION
Ly James Lee, Chairman

PEACE CORPS
Bonnie Thie, Country Director, China

POSTAL REGULATORY COMMISSION
Allison J. Levy, Senior
International Policy Advisor

Dan G. Blair, Commissioner

Juan B. Ianni, Postal Expert

Ruth Y. Goldway, Chairman

Stephen L. Sharfman, General Counsel

U.S. TRADE AND DEVELOPMENT AGENCY
Leocadia Zak, Director

UNITED STATES TRADE REPRESENTATIVE
Demetrios Marantis, Deputy United
States Trade Representative

Claire Reade, Assistant United
States Trade Representative

Islam A. Siddiqui, Chief
Agricultural Negotiator

VETERANS OF FOREIGN WARS
Allen F. Kent, Adjutant General

Richard L. Eubank, Commander-in-Chief

UNITED STATES CONGRESS
UNITED STATES SENATE
Dianne Feinstein, United States
Senator from California

Mark Udall, United States
Senator from Colorado

Evan Bayh, United States
Senator from Indiana

Christopher "Kit" Bond, United
States Senator from Missouri

Claire McCaskill, United States
Senator from Missouri

Max Baucus, United States
Senator from Montana

Kay Hagan, United States Senator
from North Carolina

UNITED STATES HOUSE
OF REPRESENTATIVES
Henry Calvin Johnson Jr., United States
Representative from Georgia

Jerrold Lewis Nadler, United States
Representative from New York

Marsha Wedgeworth Blackburn, United
States Representative from Tennessee

COMMITTEE, CAUCUS AND
WORKING GROUP STAFF
Amanda Mertens, Republican
General Counsel, House Committee
on Energy and Commerce

Amber Cottle, Chief International
Trade Counsel, United States
Senate Committee on Finance

Andrea Spring, Professional Staff, House
Committee on Energy and Commerce

Ayesha Khanna, Trade Counsel, United
States Senate Committee on Finance

Beverly Britton-Fraser, Counsel,
House Committee on Oversight and
Government Reform

Blas Nunez-Neto, Professional Staff
Member, Senate Committee on Homeland
Security and Governmental Affairs

Brian Eiler, Counsel, House Committee
on Oversight and Government Reform

Chelsea Thomas, Professional Staff, United
States Senate Committee on Finance

David Johns, Senior Advisor, Committee
on Health, Education, Labor and
Pensions, Office of Tom Harkin,
United States Senator from Iowa

Diane Dietz, Professional Staff Member,
Senate Committee on Small Business

Ellen Courtney Reinhard, Counsel and
Budget Analyst, House Committee on
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Paul Ryan from Wisconsin

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Angela Brown
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Bard Conservatory
Benny the Bull
Black Violin
Boys Climbing Ropes
Brigham and Young University: Living Legends
Bryan Wells
California State University
North Ridge & Shanghai Normal University
Camila Moreno brought by Chile Pavilion
Central Michigan University - w/ "Choirs of the USA"
Chicago Hip Hop
Chorus of Austin - w/ "Choirs of the USA"
Dance America
Dancers Unlimited
Daniel Hart
Dee Dee Bridgewater
Ellen Baker NASA Astronaut
Emad Alaeddin
Final Closing Parade
First Nations Dance Company
Girl Scouts
Graffiti Artists
Grant High School Vocal Music Department
w/ "Choirs of the USA"
Hangzhou West Lake Expo
Harry Connick Jr.
Hawaiian Steel Guitar
Herbie Hancock
Indianapolis Symphonic Choir
INK
J&Z Dance Group
Jazz Trio at Hillary Clinton State Dinner
Jazz Trio at Pavilion Directors and Chinese Government Receptions
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Performance Group
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Pudong Campus
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Puxi Campus
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Shanghai Urban Planning Exhibition Center
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Steiner Chorale - w/ "Choirs of the USA"
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Thelonious Monk Institute
Tihati Hawaiian Dance
Tze Chun Dance Company
United States Army
25th Infantry Marching Band
USC Marching Band
Waterford Chamber Orchestra
Youth Orchestra
San Antonio
Zhu Hua duet with Harry Connick Jr.

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Dylan Aponte
for his contribution to this report.*





“[My role as a Student Ambassador] gave me a chance to reach out to the Chinese people as an American and showed me how other countries are reaching out to China as well.”

MARY ANNE MCELROY
STUDENT AMBASSADOR
LOYOLA UNIVERSITY IN MARYLAND

“充当学生大使使我有机会以美国人的身份接触中国人民，也使我了解到其他国家如何向中国伸出友谊之手。”

马丽安，马里兰州洛尤拉大学学生大使





*“I used to think Americans looked down upon
the Chinese, but now I think that Americans are very
friendly and kind toward us.”*

QIAO JIANZHONG
HENAN PROVINCE

“我过去以为美国人看不起中国人。现在我感到美国人非常友好亲切。”
乔建忠，河南省